

The Nest: Fashionable half-size apparel

Story: SUSAN TAUBER KLEIN
Staff photos: DOUG BAUMAN



The Nest is an apparel shop in Rochester that's filled to the brim with the latest fashions.

In all of the first level rooms in the old converted house are racks after racks of attractive summer and winter dresses with and without jackets, sexy lingerie and flannel nightgowns, sports and evening wear, sweaters, coats and velvet suits.

The clothes are attractive and varied enough to suit the taste of the most discriminating woman. But they aren't for everyone. They're only for women who wear larger than a size 12½.

large size women and a need for a place for these women to come and get special service and a variety of choices. We try to fill this need."

There is a seamstress at The Nest adept at fitting clothes properly. The store serves customers from Port Huron, St. Clair Shores and other cities in the state, and sells scarves and jewelry to accent the outfits.

Mrs. Noaker, although a tall, slim woman, is the buyer for The Nest. "For such a slim person, she selects nice things that the larger woman likes," said Mrs. Wesley.

The store also carries a few lines for teenagers who wear half-size apparel.

"Some of the lines are young enough for teenagers and many of the maternity clothes are good for them too

because they are young looking," said Mrs. Wesley. She added that large teenagers can wear maternity slacks without the elastic panel and long maternity dresses for proms.

The Nest has two major sales in the coming summer months scheduled. There is an anniversary sale every July and the store participates in the Rochester Sidewalk Sales in August.

The "mother" and "father" of The Nest at 324 East are Bea and David Noaker, residents of Oakland Township. They opened the store three years ago "with four racks of clothing," for both large women and for pregnant women.

Within six months, according to Mrs. Noaker, her store was stocked with clothing for large women. She now carries 21 lines of large-size apparel and maintains "probably the best maternity selection there is" in a room on the upper level of the store.

"This is a wonderful business because the customers are so wonderful," said Mrs. Noaker.

CAROLE FISCHER agrees. A woman who wears large sizes, she said that until The Nest opened she had no place to shop.

"I had to go to Northland to shop at Lane Bryant for large sizes," said Mrs. Fischer. "I can always find something here. What I can't find, I make."

Mrs. Fischer, who modeled many of the clothes, doesn't shy away from bright colors. One outfit by Miss Accent Act III (a division of Jonathan Logan) that Mrs. Fischer selected consisted of a vivid red three-quarter length sleeved jacket and skirt with a brown, red and white blouse.

"The blouse has a pocket front and that's important. It doesn't pull open through the midriff," said Mrs. Fischer.

Jean Wesley, an experienced saleswoman at The Nest, said there are things a large woman should avoid, such as a definite waist style and horizontal stripes, but that most large women can wear the latest fashions.

"Some of the women wear the largest size clothing we have and they're still very concerned with how they look," said Mrs. Wesley.

"We coordinate, zipper and flatter. We help by bringing stock to the dressing room since we have so much but if someone doesn't want us to help, we don't."

MRS. NOAKER said she encourages women to try on a style they never wore before.

"After they come in about three times, and try the new look on each time, they get used to seeing it on themselves and then buy it. Our motto is 'Enter as a guest, leave as a friend.' We have 3,500 women on our mailing list. There's a need for clothes for



Carol Fischer is sure to stay warm as she does her shopping in this trench coat by Fleet Street. The tan coat with a back pleat at the waist is lined with a button-out wool striped fabric. It sells at The Nest for \$84.



The Nest carries a variety of looks for day and evening wear. The jean outfit (left) by Bobbie Jean sports contrasting denim at the elbows, pockets and collars. The white long dress with the crocheted jacket by Lady Helene, (right) is practical for all seasons.



While Mrs. Fischer models the red three-piece outfit by Miss Accent, Act III, she takes a close look at other fashions at The Nest.

Blood needed by Red Cross

Every 60 seconds more than 10 units of blood are used to treat the ill and injured in this country. Blood donations are accepted Monday, Wednesday and Thursday from 2 p.m. to 4 p.m. From 10 a.m. to 4 p.m.

they are taken on Tuesday and Friday. Hours on Saturday are from 9 a.m. to 2 p.m. Livonia Donor Center, 15425 Middle Belt, Livonia. For an appointment call the center at 422-2787.

Blood donors who live in or near Northville can visit a bloodmobile from 12 noon to 6 p.m. Monday, Jan. 9, at First Presbyterian Church, 200 E. Main. For information call the church at 349-0911.

Jody Solomon is on vacation. Her "Where It's At" feature will return to its regular spot on this page Monday, Jan. 9.

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