

# Room for Design

by Gloria Cohen



## Trends seen at Chicago

Neither blizzards nor snowballs kept me from attending the Mid-Winter Furniture Show in January. Though the winds were blowing in Chicago, the only chills I experienced were from viewing the latest home furnishing fashions. There are new designs, modified old ones, new looks in fabrics and finishes and a new excitement in decor.

The design directions are influenced by the needs of an aging population, increased freedom of expression, decreased elbow room and spending habits of an upwardly mobile society. All of these factors have helped to create a demand for contemporary styles. European looks, ethnic and nos-

taig feeling, natural fabrics and finishes abound.

Within these broad categories there are multi-functional and modular units, wicker and bamboo (real and imitation), lots of pillows, brass and bronze accents, baked enamel finishes, tailored cushions and an abundance of printed cotton upholstery fabrics. There were grays, perked-up rugs, lively navies and generally clear colors with the dust of the past years removed.

It is fine to talk about trends like eclecticism, nostalgia or ethnic, but when the customer walks into a store with some pre-conceived idea in her head and then sees the displays in model

rooms which may be different from her objective, confusion sets in.

A customer in a department store may walk in set on Mediterranean although that style is no longer considered important by the store buyer who has been exposed to more up to date styles at markets.

It is up to the salesperson to convince the customer that there are many options and that one of these could express her lifestyle better than that Mediterranean.

Mediterranean may be all right if you already have it, but if you are refurbishing today, you don't want to start there.

Model rooms are a good tool in such an instance. I always tell people, whether they are working with a designer or doing it themselves, shop, look and listen before buying.

Catalogue photographs are helpful. But if you can touch the actual piece that may end up in your home for years you are definitely further ahead.

"Naturals" are holding their own and more so these days. This is the key word around market for interiors, furniture and all home furniture products.

Have we inherited this look from the

West Coast? Several years ago West Coast designers began using homespun textures, natural woods, log-type furniture in all avenues of design. That look began moving east, and customer appetites were whetted. Thus the full-fledged natural trend was created.

Although all design categories are important, contemporary/modern is bound to be the strongest selling style. W. & J. Sloane in New York, known for traditional reproductions and fine antiques, is undergoing some revealing changes today. The company is establishing a new contemporary image, while still maintaining appeal for traditionalists.

There is also a recently opened Baker Modern area of contemporary furnishings where never before did a stick of modern come through their doors.

In Atlanta, "Rich's" is no longer totally 18th century. In keeping with this new eclecticism, you will find groups from contemporary manufacturers scattered here and there or confined to one area. Wall units and stack units, modular and wicker are now acceptable in these line stores where once upon a time the store owner would shudder at the thought.

### Cronwell wins scholarship

Randall Cronwell, son of Ronald and Ra Jean Cronwell of Farmington Hills, won a \$200 scholarship presented by the Michigan Restaurant Association.

A student at the Culinary Institute of America, Cronwell was among 25 Michigan students awarded \$4,400 in food service scholarships awarded by the association which represents 1,500 restaurants in the state.

The scholarships are given twice yearly by the association. The group will be receiving new applications until June 1, for its next grants to be made for the fall semester.

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A. Yes. Foremost medical authorities agree that electrolysis is the only positive and permanent way to remove hair. By all means ask your own doctor about it.

Q. What causes the growth of extra hair?  
A. Usually it can be traced to heredity or glandular disturbance. Some types of diseases, convulsions and medication may also be factors.

Q. Can't I just use depilatories to get rid of hair?  
A. Yes, but this is only a temporary method. As with razors and tweezers, hair grows back within a few days. So you're not helping yourself at all. Depilatories also have an unpleasant odor, take time to use and are a continuous expense.

Q. What is the right age for hair removal?  
A. Any age is right, although we don't recommend treatment for women past 60 or preteens.

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