

Jack and Jill

They shop at the same counter

Jack and Jill don't go their separate ways when jewelry shopping these days because it's a rare shop that still retains a men's department and a women's department.

"I don't believe there is a perimeter for what's male and what's female anymore," said Ian Guam of Southfield's Jewelry Cellar.

"Diamonds are a good example. they are not only for everybody now, they are for everything."

Guam explained his "everything" remark with the greater number of people who are now dressing at 8 a.m. with clothes and accessories that will take them through both a full day and night of activities.

"I'm talking about the ones who don't have time to go home and get the 'good' jewelry out of the vault for an evening party."

"If there is a trend here at all it is coming from the woman who says to me, 'reset my

engagement ring so I can wear it all the time — to wash the dishes, work in the garden, play tennis.' She wants jewelry to wear, not to own."

The customer's desire for go everywhere jewelry started the mix of sterling silver, yellow gold and diamond bracelets, rings, earrings, pendants, "just about any kind of jewelry you can name," Guam said.

He cited bracelets as a good example of this. Instead of wearing several chain bracelets or the bangle type in all gold or all silver, a mix is preferred. "They are not necessarily matching, but they are coordinated and this certainly applies to both men and women," he said.

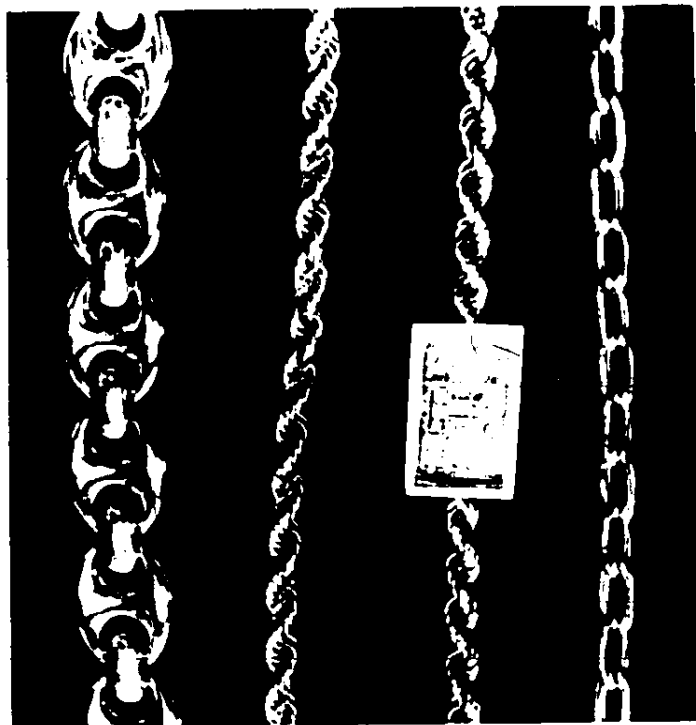
The key is being fashionable without being trendy.

"Mood rings were in and out in record time. Everybody had one but we were all tired of them in six weeks. Indian jewelry is another fad, something that's been with us for centuries, yet all of a sudden turquoise is a big thing. Are we still going to be wearing turquoise in 1977 or will we have to buy something else to be in," he asked.

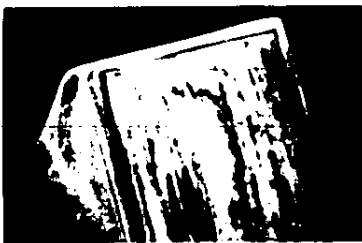
Guam believes the fashionable man or woman doesn't have to be told what to wear; a good sense of fashion comes with quiet elegance, not an overkill.

"My friends should look at me and drop dead but I'm not killing them with ostentation," he said.

—LORAIN McCLISH



Mix and match chain bracelets are popular unisex items. From left, the Gucci type chain is all gold; the braided chain is gold interwoven with silver; the initial is placed on a background of blue enamel; and the plain links are in silver. Together they make a coordinated set.



The ring is made from the tusk of a mammoth, a form of ivory that might be as old as 300,000 years.

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