

Haute couture on parade

by LORAIN McCLISH

This year's All-Israel Fashion Show, which will be presented here by Hatie, Inc., under the auspices of Bonds Women's Division of Metropolitan Detroit, honors Israel's 30th anniversary and pays tribute to the manufacturers and designers who have played an important role in the economic life of the country.

They include those who pioneered Israel's fashion industry. Each played a major role in helping Israel to become a world fashion center, and all those participating in the 1978 show were first introduced in the United States by the Women's Division of Israel Bonds.

The event is set for Thursday, Oct. 19, beginning at noon in Congregation Shaarey Zedek, in Southfield.

Admission is by a minimum purchase of \$500 in State of Israel Bonds. Reservations will be taken by calling the sponsors' headquarters, 968-0200. All of the fashions to be shown are



available in many shops and boutiques throughout the metropolitan area.

ALZED WAS a successful knitwear firm in Czechoslovakia before it transferred its operations to Palestine in 1939. Best known for its knits, it has branched out in the past few years to ready-to-wear street clothes, and this year's show will feature a new line of long dresses.

Beged Or was established in 1968 in the development town of Migdal Masaki and went on to become one of the country's major fashion exporters.

Gottex is one of the well known names in beachwear, and like Beged Or, is one of Israel's sales leaders abroad. This year's collection,

designed by co-owner Leah Gottlieb, features bright prints, versatile fringed shawls and coverups that are elegant enough to use as a party dress. Ruth Dayan organized Maskit after she discovered Arab and Jewish craftsmen with skills acquired in the Balkans, Persia, Yemen and North Africa.

Maskit, which means treasure, gave the craftsmen the opportunity to continue their art, earn a living, and develop the Israeli handicraft industry. Maskit entered the fashion field introducing the hand-embroidered catfash.

Jerry Melitz's collection features a group of cotton dresses. His hallmarks are easy, flowing, graceful styling, on hand printed fabrics. The hand prints are also Melitz originals.

Ruma's designer is Roy Ben Yosef who introduced her leisure wear at an Israel Bond fashion show a number of

years ago. Her coverups, popovers and dresses are unmistakably Middle Eastern in concept.

AN HAUTE couture familiar with the show is Lola Beer, who is credited with revolutionizing the women's fashion industry in the Middle East and who is now sought after by those who want a creation with the French touch.

Many of Israel's rising fashion stars were trained by, influenced by, or are proteges of Finy Lettersdorf. Her own creations reflect her belief that fashion must have its roots in the history, environment and antiquities of Israel and the variety of skills of its many immigrants.

Gideon Oberman, who has designed the uniforms for El Al, has his haute couture featured in the show. Rivka Shafir's classic evening ensembles combine prints and solids in luxurious fabrics. Stefan Braun put on the first fur fashion show that was ever held in the Middle East.

Mrs. David Hermelin is the chairman for the show which represents the effort of the women to help Israel strengthen its economy in 1978 through the sale of bonds. Mrs. Morris Adler returns to serve once again as fashion commentator.



The polka dotted polyester trio comes from Alzed.



From the Maskit treasure chest, evening dresses and a cotton pant suit. All are decorated with hand embroidery, a hallmark of Maskit fashions today created by Arab and Jewish craftsmen.

fashion calendar

Monday, Oct. 2

Salon Brigitte — The Salon will hold an open house to celebrate its grand opening from 2-5 p.m. The salon is at 2538 W. Maple in the Somerset Plaza. Models will be coiffed by the salon and outfitted by the Prestige Shop of Birmingham. Angel Pixie and Metro Look are two new hairstyles to be featured.

Tuesday, Oct. 3

Lord & Taylor — A search and discovery session with Rosina Raymond, former president of the Detroit Society for Genealogical Research, will be held at the Twelve Oaks store at 9 a.m. The program is entitled "Your Ancestors and You." Jacobson's — Doll appraiser Barbara Lewis Oker will be at the children's store from 10 a.m. to 5 p.m. and from noon to 8 p.m. Thursday.

Wednesday, Oct. 4

Don Thomas Sporthaus — Don Thomas Sporthaus will celebrate its silver anniversary in the Somerset Mall store at 8 p.m. Music will be provided by the Jerry Fenby. Lord & Taylor — The fine points of Lord & Taylor — The fine points of where and how to buy art will be discussed in a question and answer seminar by Ken Gross, director of the Birmingham-Bloomfield Art Association at 7 p.m. in the Fairlane store. Jacobson's — A special showing of longhaired furs — coats, jackets, flings, hats and other fun and novelty items will be informally modeled from 10 a.m. to 5:30 p.m. in the fur salon. Jacobson's Children's Store — At 3:30 p.m., a tea party will be held for little girls and their favorite doll.

Friday, Oct. 6

Lord & Taylor — Learn how to make accessories work for you. Classic, stylized or arming finishing touches will be demonstrated at the Twelve Oaks store today. Jacobson's Children's Store — Suzanne Gibson will display and talk about her personal doll collection in the store from noon to 8 p.m. and from 10 a.m. until 5 p.m. Saturday.

Lord & Taylor — Nutritionist Patty Snyder will discuss "It's All in What You Eat." Learn the facts for a new perspective on beauty and health. Program is at the Lakeside store.



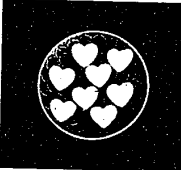
Where It's At

By JUDY SOLOMON

Hearts and flour

Sure it would be swell to have homebaked cookies on hand every time a friend or neighbor pops in for a visit. However, in this age of carpooling, volunteering, working or going back to school, daily (or even weekly) baking is usually out of the question. That's why Coeur Dame Butterherzi cookies are terrific to store in your larder. Heart-shaped and paper-thin, these purebutter cookies from Switzerland, (\$1.79 per box), taste as good (or better) than anything you could bake yourself.

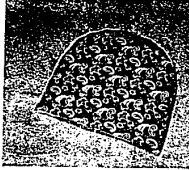
Continental Gourmet Shop in The Continental Market, 210 S. Woodward, Birmingham, 642-5235.



Tea totaling

Speaking of cookies, "wouldn't it be lovely" to serve them in conjunction with a cup of freshly brewed English tea? If you want to do it right, you need a tea cozy to keep the tea in the pot properly insulated and hot. While abundant in Britain, tea cozies have always been difficult to come by in this neck of the woods. Now you can find them at The Village Barn. Priced at \$6, they are available in various colored paisley, calico or polka dotted prints. Best of all, the insulated inner pad separates from the outer fabric lining for laundering purposes.

The Village Barn, 32760 Franklin Road, Franklin, 851-7877.



Getting personal

You might as well stop pulling the wool over your eyes and face up to it: Christmas is coming, ready or not! If there are children on your list, here's a great gift to order now and have out of the way. Just choose your favorite color and style Shetland sweater (from solid-colored crewnecks to striped V-necks to Fair Isle Swedish yoke designs) and then, for \$6 extra, you can have the child's name embroidered on in script or block letters. The sweaters are available in sizes 6 to 20 and the price of the sweater itself varies from \$17 to \$29, depending on the size and style you choose. Saks Fifth Avenue: Girls' Accessories, Somerset Mall, Troy, 643-9000.



Staying power

For one reason or another, I always seem to block on gift ideas for men. After all, you can give them ties, sport shirts and sweaters just so many times. This Shirt Stay Box is a wonderful way to get out of the rut. Featuring tortoise colored lucite sides and a clear lucite top and bottom, the four inch square box (\$12) comes complete with two dozen stays plus the recipient's initials engraved in block letters on the lid. (Orders take three weeks.) Lee Specialty, 4068 W. Maple, Birmingham, 644-3444.



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