

At Claire Pearone

Fashions look to future

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 the thought of how her unsuspecting husband would greet her appearance. Ms. Walls dissolved into laughter. "He may desert me," she added when she could talk.

Twenty students from Cranbrook's Academy of Art and the Center for Creative Studies were on hand to talk about the facial masks they had created. A highlight for them was meeting Southfield jeweler designer Norman Wachler, who won the 1971 Diamond International award for a gold and diamond eyeglass shaped piece of jewelry. The designs, he said, will be the jewelry of the future. "Masks have been very meaningful in human history," he told the students. When he designed his piece, he explained, it was something new in the way of using diamonds. Greenberg, who is also responsible for several shops in the Renaissance Center, was also finding the experience meaningful. It was, he said, like

coming full circle. His first office was across the street from Orchestra Hall. Now, located in Southfield, his firm is helping to raise funds for the historic hall. Acting as an unofficial tour guide Greenberg was eager to show how his firm had augmented the work that they did on the original shop. "By the year 2,000, he noted, today's shopping mall will be gone. "Instead of fixed walls, shoppers will find flexible floor space, a changing environment in which all elements will move, like a stage setting."

"Fantasy land," he described it; indicating that there will be talking, moving holograph mannequins showing the latest styles. "We've made a strong move in that direction right here in this shop," he said. The larger shop will offer decorative table accessories by Frank McIntosh, whose Frank's Lifestyles is based at Henri Bendel's. Oriental art and antiques, a new line of furs, and paper goods have also been added.

THERE WAS ample evidence of Pearson's belief that fashion, business and the arts will meld with one another. Visitor Rafael Sanchez laughed out loud over the collection of futuristic hand bags that he designed for the party.

"When she asked, I knew it was the busiest time of the year. I knew it was absolutely crazy to take it on. Will I do it, I asked myself? Yes!" His contribution to the theme was a wooden clutch bag equipped with long flexible plastic tubes.

"It's an idea I had for when everyone will need an outside breathing support system. You know, because of pollution. If you are wealthy it will be studded in diamonds; but everyone is going to need something like this by the end of this century."

The bag becomes a fashion accessory, he said, when the plastic chords are wrapped around the body in an artistic manner.

"The amazing thing about this is that when I showed it to Vogue they said 'To hell with a 100 years from now. Let's do it now for disco dressing!'"

Artist Dorothy Dunitz had her own contribution to make to the next century. A noted sculptor who created decorative pieces for Mary McFadden Dunitz was responsible for a piece titled "One size fits all."

"I've got another piece that I call 'Astroidal Subdivision,' which is based on the concept that people are going to need someplace to escape in the future and that will have to be in space," she said.

That the evening was being taken tongue in cheek by everyone was evident by the way in which some guests observed and others took part in the fantasy. Onlookers included Mrs. Philip Caldwell, Sylvia Gershenson, her brother-in-law Charles Gershenson and family friend Sally Tobias.

Sandra Seyfried is a Birmingham dentist during the week. At the party she was an eager participant, donning a brilliant pink strapless evening gown and feathered headress, another of the futuristic garments. Publicist Marilyn Berman, a patient, stood considering Seyfried for a moment before declaring "I think that this is absolutely great.."

Still ebullient in spite of the late hour Greenberg continued to expound on his designs and his admiration for Miss Pearone.

"Going to the store of the future will really be a trip," he said. "Claire is a special person, a real task master who brings out the best in you!"



Charles Gershenson was perfectly happy to settle for 1984 when Kathleen Hammond strolled by wearing Adri's interpretation of how women will be dressing.

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