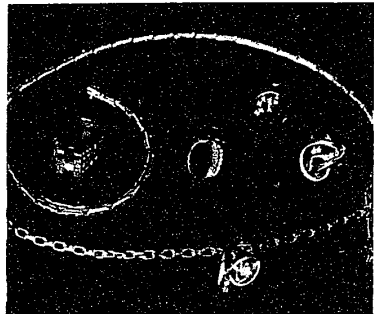


Looking great suits just fine

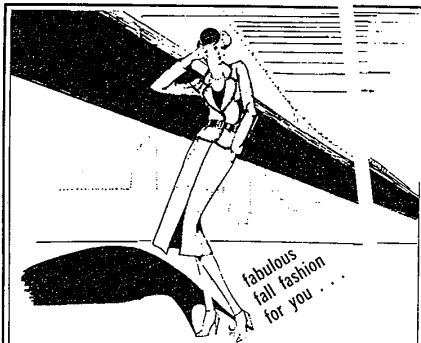
Fall '79

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Jan Jurca is a model example of women's new success story. A young executive who began her merchandising career as one of the first employees hired when the Bonwit Teller Troy store opened in 1969, she started as a salesperson in the junior department.

During the next eight years, she worked within a majority of the store's departments, progressing to supervisor of selling managers in men's, girls and Yves St. Laurent.

In 1978, the Ford Land Development Company hired Ms. Jurca for a new position as manager and buyer of the Andre Courreges Boutique in Detroit's Renaissance Center.

Her return to Bonwit Teller has brought her recognition as one of the few women to manage a major retail specialty store. Her new top level executive position demands not only visibility and merchandising expertise, but an outer appearance of assured, fashion authority.

For a "low-to" lesson in conveying a high fashion message in the low-key image of good taste, we offer the following guidelines.

"One of the biggest fashion statements for fall is shape," said Janice Jurca, the newly appointed general manager of Bonwit Teller, Troy store.

With shape in mind, Ms. Jurca selected a new suit from the Dimitri collection in the store's Safari room. To complement her new assured look for fall, we asked Roger Orr of the Bonwit Teller salon to style an executive-look hairstyle for her.

Orr rolled Ms. Jurca's long hair into a small head-shaped look with an asymmetrical line, following the lines in her heather toned tweed suit.

"The small head look in hairstyles means that the crown should be the smallest part of the head. Anybody can wear the small head look if it is properly proportioned," he said.

Since most makeups are designed around a specific fashion or color statement, depending on the skills of the particular makeup artist, we decided instead, to ask Estee Lauder to design an executive woman's makeup especially for us and asked Ms. Jurca to model it.

"The executive woman's makeup must make the same definite statement as her job implies," said Ms. Lauder. "The total defined look must start with the eye, continue in outlined lips, assert itself in cheek color and finish with a face powder. The look must be totally pulled-together and clearly mean business," she said.

Ms. Jurca said her new, very finished, defined look "gives me a very confident feeling. When you have the pulled-together look, it gives you confidence because you feel good, knowing you look good."

— Rustle Shand

West bound.



Don Sayres presents sophisticated shaping in aubergine pebble tweed, a look of hourless elegance. The shorter Chesterfield jacket with cutaway front is touched with velvet and matched to a narrow back slit skirt.

The Western look. No longer just a cowboy outfit. It's a fashion way of life. As inspired as high noon on the plains. From the small-collared plaid flannel shirt and nipped-in vest to the indigo-dyed denim skirt. Tailored lanky as a cowhand. With all the details of your favorite blue jeans. Like contrast stitching, five pockets, zip-fly front. Plus a way-out-Western belt. In cotton denim, poly/cotton flannel, 100% acrylic. Juniors, this is how the West was worn! Shirt, \$14 Vest, \$9 Skirt, \$17

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