

Enroute

High style and laid back casuals

By LORAIN McCLISH

Debbie Wald is her own best advertisement, setting the tone for Enroute, a shop that opened a few months ago in Orchard Mall.

The overall image of Enroute is a combination of high style and laid-back casual.

"It's a matter of putting it all together," she says. "I call it creative and fun sportswear in a class by itself."

"I wanted a shop with total sportswear for both men and women. Elegant, but not in price, bringing in only what I consider unique, and I have accomplished that."

Under the heading of unique, shoppers can find a pink metallic tote bag in Enroute that measures at least 15-by-24 inches.

Or her self-designed suede and leather numbers she has hand-sewn by a local tailor.

Or shell-shaped gold pendants about five inches in diameter, that sit among horse-feather brooches, and giant strings of bugle beads and over-sized hair picks.

Or bulky sweaters, handmade by Mexican Indians, bearing a tag telling how many hours it took to complete each original garment.

Mrs. Wald believes she is the only merchandiser in town to carry a complete line of Jag Sportswear and the one who gives the shopper the best range of choice in Geoffrey Beane satin pants.

"I BUY HIGH classic. I strive for the look of today without being faddy, and nothing here is ordinary," Mrs. Wald said.

"I call it sportswear, and it is casual, but still a lot of it could take you through an evening out or into disco." Throughout the afternoon in Enroute, with customers coming and going, Mrs. Wald's recurring theme was accessories.

"They will make or break an outfit," she said over and over again.

"I don't care how much you pay for a suit or whose name is on it, it won't look like much if you don't have the right belt, tie, scarf, hat. You've got to have that final touch."

Many of her accessories are marked "J & B Originals," made exclusively for Enroute by two local women who specialize in hats, scarves and belts.

"They are all one of a kind," Mrs. Wald said. "And all of us here (the salespersons) are well-qualified to help the customer pick and choose to get that right look."

Along with that service, Mrs. Wald adds another that is unique. She will alter pants to fit, while the customer waits if he or she chooses, and without charge.

Sizes in Enroute run from 2-12.

"I expected my clientele to be very young," Mrs. Wald said, "but that has not turned out to be the case."

"I attract a sophisticated, with-it clientele, but they are of all ages."



Deborah Wald wears jumbo brass beads and matching bracelet and an out-sized hair pick with her black jumpsuit, all of which reflects the image of Enroute, in Orchard Mall. She calls the display of accessories she's arranging "my good junk jewelry." (Staff photo by Randy Borst)



The handmade sweater and scarf was knitted by Mexican Indians and bears a tag telling how many hours it took to complete the garment. At right, quilted vest and pants are dyed to match the shocking pink in the multi-colored striped blouse, made of raw silk by Kensington Blue. Her hat is a J & B Original. (Staff photo by Randy Borst)



The quilted leather vest, at left, matches the pants and tie, but are all sold separately, by Gabriel. Her motorcycle jacket, with elegant detail, by Mark Buchanan, designed exclusively for Enroute. (Staff photo by Randy Borst)



Under the tree...diamonds and gold. The exquisite shimmer of ten 1 pt. diamonds—set on a sleek, simple 14K gold bar bracelet. By Jad; \$140. In Fashion Jewelry Collections, —where we are all the things you are...gifts just right for you.

Photographed enlarged to show detail.
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Begins December 26th
(two weeks only)

up to 1/2 off original prices* in fashion departments

a selection of coats, dresses, sports separates

3/4 off a special selection of dresses

up to 1/2 off a selection of robes and nightgowns

up to 1/2 off foundations and girdles (all famous brands)

up to 1/2 off bras (all famous brands)

from 1/2 to 3/4 off sample bridal gowns, size 10 (Grosse Pointe only)

up to 1/2 off a selection of millinery

*There may have been intermediate price reductions prior to this sale.

All sales final.
No C.O.D.'s

The shops of
Walton-Pierce
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At left, dyed-to-match bright pink cotton and corduroy team up in T-shirt and pants, worn with bright pink high heeled sandals. At right, the silk screen stencil on the Jag sweatshirt replaces the graffiti of yesterday's T-shirt, worn with Viceroy jeans. Shoes at left are courtesy of Next Step. Boots are courtesy of Blocks. (Staff photo by Randy Borst)