

# One-to-one session helps improve fashion image

By SUSAN TAUBER

One look and one could sense the four women weren't from Michigan. They had a sense of style about them not usually found in the Midwest.

Each was stunning in her own way. One with straight black hair wore black leather slacks and a wool casual white blazer with the sleeves rolled up. It was her, rosy make-up that made one notice her.

Another with her hair rolled back late 1950s paired a tight corduroy straight skirt with a short wool blazer. There was a small purse slung over one shoulder.

der. Green nylons peeked through her slit skirt.

The blonde wore a stylish, feminine print dress with boots; the fourth had on a straight wool plaid skirt with a belted-neck sweater.

The four women turned out to be merchandising representatives for the New York-based Glamour magazine. They were in the area at Avon Township's Jacobson's in Great Oaks Mall on Feb. 16-17 to conduct 110 One-to-One consultations with women from Michigan and Ohio.

One-to-One is a concept that the Glamour representatives — Jane Dail,

Deborah Dauman, Martha Wilson, Cindy Lewis and four others — are conducting around the nation this year.

THE CONSULTATION is a private meeting with one of the editors who discusses with a woman questions she has concerning figure problems, colors and type of fashion to wear. The meeting, which lasts 30 minutes, also results in a fashion and beauty plan for the customer.

"The whole concept," explained Ms. Wilson, "evolves around specialized questions that the customer is asked to answer on sheets of paper prior to coming to the consultation. These questions key into problems or questions she may have."

"They key into areas like how much are they willing to spend on clothes a year, their priorities as to make-up and how they like to dress. We are able to scan the questionnaires quickly."

During the meeting, Glamour editors use a notebook to illustrate correct ways of putting on make-up, to show what style skirt, slacks or blazer would look good on that customer. The client gets to take the notebook home.

There's also make-up samples for her to try, with the consultant's advice, and spring clothing fashions to look at. All of the merchandise used during the consultations was supplied by Jacobson's.

"This One-To-One presentation is an

outgrowth of the 'me' generation," said Ms. Dail. "We used to use a shorter version of One-to-One with other presentations but women kept wanting their own half-hour with us."

"After all, not all women have the same figure, shape or skin texture. So when we would demonstrate fashion on one person, not everyone was able to use the advice we gave," she added.

ONE-TO-ONE is aimed at women of all ages, even though readership of Glamour, according to the merchandising editors, is aimed at the 18-35 crowd.

"Sometimes daughters buy a consultation for their mothers. Women over 40 like to be reassured that they aren't wearing clothes that are too young for them," said Ms. Dauman.

The first consultation Ms. Lewis had while in Avon Township, however, was with a student younger than the predicted reading age of the magazine.

Patty Culmose, 15, of Avon Township, met with her behind a screen in the Miss J department of Jacobson's, where all the consultations were conducted.

Wearing straight-legged blue jeans, a cranberry and beige plaid shirt and a cranberry corduroy vest, Ms. Culmose

and Ms. Lewis spent most of their allotted time discussing make-up and clothes for the teenager.

"Right off the bat, I see that you're fair complexioned," Ms. Lewis told her first client. "So you should stick to rosiest colors of make-up."

MS. LEWIS worked with Patty on color choices, watching her apply make-up herself and giving occasional hints.

"You're applying your blush correctly — upward and blending. Now try adding a C-shape with your blush, bringing it subtly underneath your eyebrows from the side of your face," Ms. Lewis suggested.

They both decided Patty looked best in plum colors, which "I never thought I could use plum," Patty said. "I always stuck to lighter pinks."

Ms. Lewis also showed Patty how to wear her long hair differently — changing it from the Farrah Fawcett look, twisting it and wearing it up for a dressy look or pinning it back with combs and putting it in a pony tail.

## Music's a staple for this family

Detroit Symphony concertmaster Gordon Staples is one of the artists who will donate his time as a soloist when The Junior Women's Association for the Detroit Symphony gives "Dorati on Stage on Straus" at 8 p.m. Wednesday at Orchestra Hall.

The performance featuring Maestro Dorati, Bar von Agnew, pianist, and Staples, is a benefit performance for the W.J.R./DSO Musical Marathon. Ticket donation is \$10, \$5 for students. For ticket information, call Orchestra Hall, 833-3700 or Ford Auditorium, 961-0700.

By CORKYNE ABBAT

A household that includes four youngsters under 18 and the concertmaster of the Detroit Symphony would challenge the best of organized wives.

But, Beatrice Staples of Bloomfield Hills copes with more than this obvious handful. While husband, Gordon, bears heavy responsibilities for the orchestra's performance, he's, as a member of the violin section, are only slightly less demanding.

Staples said recently during one of his few free moments at home, "I think the most remarkable thing about our household is my wife. She keeps three careers going. She is a very serious violinist, mother to her kids, violin teacher

to the two younger ones and wife to a very difficult violinist husband."

He laughed slightly, but reiterated that he meant what he said.

The older children, Rene, 16, and Bernard, 17, are his by a former marriage. The younger ones, Tim, 4, and Greg, 3, are Beatrice and Gordon's children by their marriage.

Their father was complimentary to each. "Rene is very gifted in art. She studies at the Birmingham Bloomfield Art Association. Bernard is on the swim team at Andover. Greg (studying violin with his mother) already plays well in first position."

While Staples is known among his friends and fellow musicians as a first class photographer, he said that lately he is lucky if he gets into his well-equipped dark room three or four times a year.

One of the reasons for the scarce leisure time are the recent changes in the orchestra. "We are both deeply involved in the rebirth of the orchestra," he said.

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