

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 that 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 makeup that made one notice her.

Another with her hair rolled back ala 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 v-neck sweater.

The women had come 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-on-One consultations with women from Michigan and Ohio.

One-on-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, color 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, "involves 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 consultation, the editor uses a notebook to illustrate correct ways of putting on make-up, to show what style skirt, slack 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 with a woman in Avon Township, however, was with a 20-year-old younger than the predicted reading age of the magazine.

Patty Culmoni, 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. Culmoni

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 complexion," Ms. Lewis told her first client. "So you should stick to rosy 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 on correctly, upward and blending. Now take a pencil and 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.



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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 "Dorothy on Stage on Strauss" at 8 p.m. Wednesday at Orchestra Hall.

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

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By CORINNE ABATT

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