

# Gwynn Room provides luxury unlimited

By RUSTLE SHAND

"We out-Gucci, Gucci. They would have a difficult time picking up our dust." So said Bob Gwynn as he ushered me through the magic doors, into the Gwynn Room of his downtown Birmingham shop.

True, the regular part of the



Bob Gwynn stands at the heavy oak doors which open into the Gwynn Room, a showcase of designer wear.

store is priced the same as most other exclusive men's clothing stores — but the Gwynn room, as the designer said, "will blow your mind."

Heavy oak doors, inlaid with leaded glass panels, open into a man's library of clothing as you might expect to find it in a Welsh castle. Inside the fantasy room, a large oak library table displays a bolt of the ultimate men's suiting fabric — deep, deep navy blue worsted cashmere with a 14K gold thread pinstripe.

EVERY ITEM in the designer showcase room is one of a kind. Even a necktie is selected in its unsewn state.

"The customer decides how wide he wants his tie and whether he wants it hand rolled and hand felled," said Gwynn.

"Shoes," said Gwynn, "should be man's individual expression." To this end, he will design a shoe for you and have it made in Italy. A velvet-lined eyeglass case with a 14K gold coat of arms sells for \$700.

Hanging nearby is a coat made of "Ultra-suede" with all hand cut edges. Gwynn captured his elegance in a descriptive, flat-out statement. "That coat would make Sherlock Holmes flip his cap."

CASHMERE sweaters are de-



signed to become a family heirloom in this room.

"We take a man's interest or hobby and design a motif on the front of the sweater. It can be handed down for generations."

Shirts, designed by Gwynn, are cut differently from all others in the world, he said. One distinctive mark of a Gwynn shirt is the 1/2-inch-wide pocket. In cotton, the handsome shirts are \$85. In pure silk, they are \$125. A pure handkerchief linen dress shirt is \$85.

Along with a \$900 "Ultra-suede" suit and a patchwork India silk jacket rested the ultimate in a man's overcoat. A \$3,500 Vicuña with a nutria fur collar. "It's a collectible item," said Gwynn. "The man who purchases it will never be able to buy another at any price."

Gwynn, who is an expert in the collage of fabrics, also designs and makes women's clothes. His exquisite silk crepe de chine blouses are \$155.

Gwynn said he created the room "for the extra special something

you need in your life — the ultimate in luxury." Because of his expertise in the matter of heraldry, his store has the reputation of being among the most knowledgeable in the world about heraldry.

A WELSHMAN himself, Gwynn is a member of the Herald — a designer of coats of arms. He will do a genealogical study on a man's family, design a coat of arms and put it, for example, on his blazer or blazer bottoms, he said.

As a menswear designer, Gwynn knows all facets. He begins with the designer's basic tools — a sketch pad and pencil, progresses to the pattern, the scissors and the sewing machine.

He taught clothing design at Wayne State University for 10 years and was a fashion writer for a Detroit newspaper.

His quixotic curiosity led him, as a youth, to dismantle, piece by piece, a handmade horseshide covered wooden horse. The riding toy was a precious gift from his grand-

mother. He did not mean to destroy it, he said, he simply had to see how it was made. He is just now getting around to re-creating the special toy. This time, it's for his own grandson.

GWYNN has never lost his curiosity, which is what led him into the clothing design field. He delights in creating things that have not been done before. "When you can take a piece of raw material and it ends up something, that is creativity."

Although Gwynn comes from the south of the country, he loves it

here. "Birmingham would be Utopia if you were to take the people who make up Birmingham and Bloomfield Hills and transfer them to a warm climate.

"Detroit is the only city of its kind in the world," said Gwynn. "We have three million people working in one industry — automotive. Without wheels, this town would be flatter than Woodward Avenue," he said. "This is an eight-cylinder town and don't let anybody kid you."

What's next on the Gwynn design agenda? A new automobile, called, of course, the Gwynn Prix.

## fashion calendar

Monday, June 25

Alfred's Restaurant - Fashions from Rodier's will be modeled from 12:30 to 2:30 a.m. in the restaurant in the Somerset Mall.

Lakeside Mall - Detroit Tiger Ace Pitchers Mill Wilcox and Dave Rozema will be at the mall from 7 to 9 p.m. in the West Central Court to autograph your baseball, cap, mitt, etc.

Tuesday, June 26

Alfred's Restaurant - Fashions from Jaeger's are modeled from 12:30 to 2:30 p.m. Tuesdays in the restaurant.

Wednesday, June 27

Lakeside Mall - A series of films, workshops and discussions sponsored by Lakeside and the Women's Resource Center of Macomb County Community College continue today from 10 a.m. to noon in Penney's upper level conference rooms. Focus is on women aged 20 to 60.

Jacobson's - Halston's Fall Collection will be presented from 10 a.m. to 5:30 p.m. in the Birmingham store.

Hudson's - A fashion show to salute Paramount Pictures soon-to-be-released motion picture "Bloodline" starring Audrey Hepburn will be presented at 7:30 p.m. in the Northland Woodward Shops. In addition Hudson's 10 metropolitan Detroit area stores will each be giving away two pairs of passes to the premiere of "Bloodline." Winners will also be invited to view the 21st Annual Freedom Fireworks, co-sponsored by Hudson's and Stroh's from the top floor of the Detroit Plaza Hotel on June 29.

Alfred's Restaurant - Fashions by Don Thomas will be modeled from 12:30 to 2:30 p.m. Wednesdays in the restaurant in the Somerset Mall.

Christmas of Clarkston Mills - A fashion show is held every Wednesday from noon to 1 p.m. at Carmen's on M-15 in Ortonville.

Thursday, June 28

Hudson's - All Hudson's stores will be closed for inventory until noon today.

Alfred's Restaurant - Fashions from Bonwit Teller's will be modeled from 12:30 to 2:30 p.m. at the restaurant in the Somerset Mall.

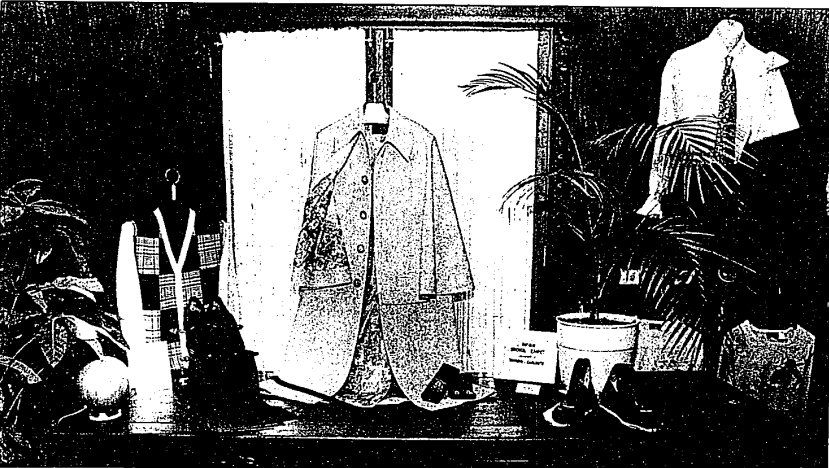
Lakeside Mall - Fashions from Gant's will be featured from noon to 1:30 p.m. at the Magic Pan Restaurant. In addition the annual "inside walk" sale returns with "firecracker" specials in every store and merchandise at discounts from today through Sunday.

Hudson's - A two-hour class has been prepared to teach you the fundamentals of cooking with a microwave. Customers can register for this class in the Marketplace area or by calling 223-1038. Class is offered at a cost of \$10. Time is 6:30 to 8:30 p.m. at the Oakland Mall store tonight.

Friday, June 29

Hudson's - Hudson's and Stroh's will co-sponsor the 21st Annual Freedom Festival Fireworks beginning at 9:55 p.m. on the banks of the Detroit River. If weather is unsatisfactory, the event will be held on Saturday. Entries for the Detroit Express Mascot Contest are now available in Hudson's Northland, Eastland, Oakland, Fairlane, Twelve Oaks, Pontiac, and Lakeside stores. Boys and girls 12 and under are eligible for the drawing.

Alfred's Restaurant - Fashions by Mackenzie Polo will be modeled from 12:30 to 2:30 p.m. today. Clothes from Tennis Lady will be modeled at the same times tomorrow.



Items found in the Gwynn Room are one of a kind. It provides an opportunity for the ultimate in self-expression. Even neckties are selected in their unsewn state. The customer may decide whether they should be hand rolled and hand felled.

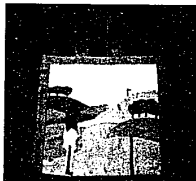


## Where It's At

By JUDY SOLOMON

### Piece work

If you're devoted to tennis or golf, you could easily become devoted to one of these purse-tote bags (\$17) from Tennis Time. The front of each patchwork bag features appliques (some bags have as many as 28 appliques) that are sewn on to create a charming tennis or golf scene. Backed in your choice of red, blue or green cotton, each 15 by 15-inch bag is lined with heavy sailcloth and has a small inside pocket. The bags can also be personalized with your name running over and over the landscaped scene for \$4 extra. Tennis Time, Bloomfield Commons, Maple at Lahser, Birmingham, 646-4475.



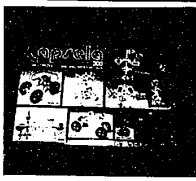
### Handy

They were originally used as forms for latex gloves. Now a lot of people have started to use these shiny white porcelain hand forms in both decorative and utilitarian ways. You can stick mail between all the fingers or drape a single rose between the thumb and forefinger. You can hang jewelry from them or you can put one or more on a table for a lovely sculptural effect. The 14- and 17-inch-high hands are priced at \$35, while the 23-inch-high hands cost \$45. Leonard Berry-Gordon Greek Antiques, 726 N. Woodward, Birmingham, 646-1996.



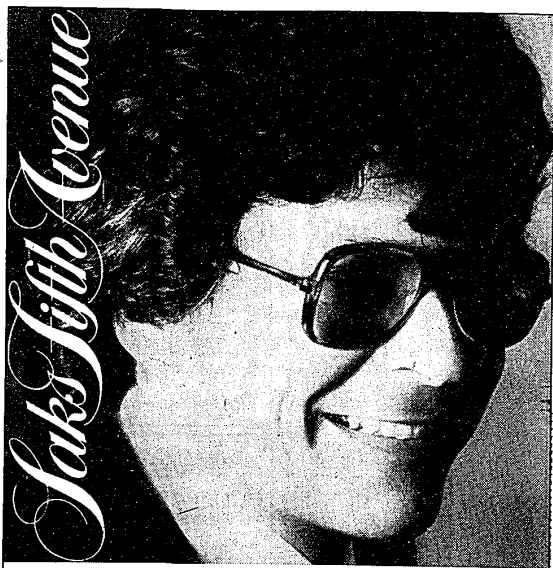
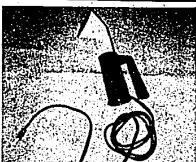
### Projecting

It's summertime, and the living is easy, providing you can keep the little folk occupied from time to time. Here's a popular construction set from All For Learning that should help do the trick. Called Capsela, it consists of little plastic modules, a motor, lights and gears that snap together (no adhesive or tools needed, hooray! hooray!) to make several different battery-operated moving or floating vehicles. Three size kits are available, and the price ranges from \$20 to \$40 depending on how many parts the kits contain. All For Learning, Orchard Mall, Orchard Lake Road at Maple, West Bloomfield, 651-6770.



### Traveler's aid

Hotel valet services are not just expensive. Nowadays, they seem to keep banker's hours. That's why frequent travelers swear by Wrinkles Away (\$16.95), an electric hand steamer that uses tap water and weights only 15 ounces. Guaranteed not to scorch any fabric from the sheers to the heaviest, all you do is hang up your garment and steam your wrinkles out in minutes. It's also good to know that if you're traveling abroad, you can use the steamer with a fransuz converter. Harrison Luggage and Leather Goods, 152 N. Woodward, Birmingham, 646-8088.



Stephen Way, International Hair Fashion Director of the Saks Fifth Avenue Beauty Salons, will be with us in Troy from June 25th through the 29th! One of London's most popular stylists, Stephen Way believes hair health and shine, a gentle perm, an expert cut and improvement on nature's color when needed are the basics for beautiful hair whether it's long or short, straight or wavy. And he'll be with us soon to interpret for the American woman the very latest hairstyles shown at the Collections in Europe! Do plan to come meet him and let him design a beautiful new look for you. Haircut alone by Mr. Way, \$50. Call 643-8514 for your appointment in the Beauty Salon — where we are all the things you are.

Troy, Somerset Mall, Big Beaver at Coolidge. open Mondays, Thursdays and Fridays, 10 AM to 9 PM; Tuesdays, Wednesdays and Saturdays, 10 AM to 6 PM; Sundays, Noon to 5 PM.