

Suburban Life

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60 something

The best is yet to come...

By Shirlee Rose Iden
staff writer

Actress Helen Hayes once admonished women: "Remember, age is only important if you are a cheese."

Mira Linder, who has kept women (and men) young, vital, energized, and stylish for decades in her "Spa in the City" here, in Toronto and Palm Beach, takes this disdain for age steps further. In her new book "Beauty Begins at Sixty" Linder admonishes women to ignore the calendar and live to the hilt.

After all, if this Holocaust survivor, who lost both her parents in the Warsaw Ghetto, had stopped growing and reaching, were would she be, not living in Bloomfield Hills and working in a compact, elegant office in Southfield with soft carpet, floor to ceiling mirrors, files topped by cool marble, and walls of awards and licenses to authenticate her.

A HELEN COVENSKEY painting is done all in eye shadow colors, and photographs show her daughter, granddaughters, and loved ones. A portrait of her mother, Sally, a fount of cosmetic wisdom graces the lobby. Linder loves the photos and scrapbooks of press notices which fill many volumes.

A woman who encourages everyone to look forward, to cherish life, she is in touch with her past. Born in Gostynyn, Poland, a town near Warsaw, her father, Zelig, was a self-educated artist and her mother, Sally, an esthetician, way ahead of her time. Young Mira's mother was ambitious for her, and taught her well.

When the Nazi blitzkrieg swept into Poland, the parents were murdered and Mira and her brother, David sent east to the Soviet Union.

"I've brought beauty into people's lives, or at least shared it. I always tried to be professional, to be true and honest."

— Mira Linder

Mira found the strength to survive in frozen Siberia, and in every life situation ever faced afterward. "I learned how to fight and live for one more day of life," she said. "It was an unforgettable lesson."

In Russia, she met her first husband, set up a home, and gave birth to a daughter, Lily, born in Tashkent, (now president of the Toronto spa). Once in America, her husband urged her to open her own business.

MIRA LINDER found no gold in the streets, but something more important. Freedom gave her the confidence to strive. She was a stranger, did not know English, yet she learned to drive, mastered the language and tried and succeeded at business.

"I've brought beauty into people's lives or at least shared it," she said. "I always tried to be professional, to be true and honest."

Widowed after 34 years of marriage, Linder is now married to Dr. Arthur Victor.

The published book is the jewel in her crown, the frosting on her cake. Written with Suzanne Kennedy Flynn, it touches upon the ageless.

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GUY WARREN/staff photographer

Mira Linder, whose business and mission is to help women look and feel better, is surrounded by the pictures and paraphernalia that are part of her life as well as the ingredients of her new book, "Beauty Begins at Sixty."

Chanel chic

The classic suit still reigns

By Rustle Ghand
special writer

THERE'S STILL a lot of Chanel chic, but there's also plenty of Karl Lagerfeld wit in the fall-winter Chanel ready-to-wear collection.

The age-defying, classic supple Chanel suit still reigns, new with a cropped, narrowed, straight skirt, or classic with a back-buttoned, hem-line-placketed skirt that modestly covers the knee.

Also new are riding jackets flared to mid-thigh and worn with matching tights, period. Or, dark body-hugging, hip-covering cardigan sweaters buttoned to the top of the thigh, where they're met by matching tights. Both are designed by Lagerfeld to appeal to a new, young, international Chanel audience.

LITTLE BLACK suits and dresses are touched with white or black peau de sole. And it's clear that a white silk blouse, draped with pearls and gold chains, then teamed with a gold chain belted black skirt or pant, becomes the new evening "uniform." The pants are full and instep length. The skirts vary from short-short all the way to ankle length.

Guests who gathered at fresh orchid-sparked cafe tables in Jacobson's designer department stiped Perrier or sparkling apple cider from champagne flutes and nibbled on hors d'oeuvres, as a string ensemble played chamber music, while chos-slender models paraded the coveted Chanel clothes.

Favorites of the select Jacobson's audience, made up of a hundred or more Chanel customers, seemed to be the pant and blouse combinations. But a khaki raincoat lined in plain wool over a matching suit also drew sighs of appreciation. And losing weight in order to tuck into the slender clothes became a major top of conversation.

"I LOVE Chanel," noted, interior

designer Susan Winto Feinberg said, "especially when it can fit me."

Sue Gravel, who studied the collection very carefully, said she has been wearing Chanel for 12 years. "Actually, I became a fan because my husband likes to buy Chanel for me in Paris."

"I'm delighted that I can buy it here at Jacobson's," said Lois Weintraub, who also discovered Chanel in Paris.

Dusty Rosenthal likes Chanel, she said, "because the clothes are everlasting. You can keep them in your closet for 23 years, they just go on forever."

Peggy Jacobson echoed those sentiments, adding, "That's all I wear, coupled with Yves Saint Laurent."

Although Meryl Padolsky and

Maddie Forbes liked the Chanel collection, they don't limit their wardrobes to one designer.

"We buy a little of everything," Forbes said. "We buy Chanel when we feel like being ladies and find that they go easily from daytime to evening because of their elegance."

MANY OF the Lagerfeld shoes for Chanel also drew comments. They featured elongated, narrow, pointed toes and little Louis heels.

Taking on new importance was the overall look of tonality, with shoes, hosiery and everything else toning to the costume color. Diverse shades of red, from neck to toe, were sparkling Browns tipples and khaki tweeds vied with black for prominence.

It was an elegant evening.



STEPHEN CANTRELL/staff photographer

It's been close to six decades since Chanel introduced the pleated skirt so women could sit down and cross their legs comfortably. Here, it's combined with a khaki rain coat lined in plaid.



STEPHEN CANTRELL/staff photographer

Timeless yet timely, the Chanel suit continues with its traditional jacket. This season it's teamed with a short burgundy skirt, bright red

gloves, purple/red toned tights and black piped tuxedo flats.