

Malls & Mainstreets

Love it, or leave it, logo mania has returned



REAL DEAL
CARI WALDMAN

Logos - it's a trend that sprouted in the 70s and 80s and was nurtured by the upper-crust, status-driven consumer.

Considering that designers are borrowing from the no-holds-barred, glitzy era, it's not surprising logos are back in style.

So love it or leave it, or just your speed, you're likely to see loads of logos from all the usual suspects - Prada, Christian Dior, Hermes and Louis Vuitton - and others.

Once upon a time, exclusive fashion houses like Gucci, Louis Vuitton and Chanel built their reputations on their famous symbols.

For Gucci, an interlocking series of the letter "G." Louis Vuitton's trademark, a brown "LV" is unmistakable. And, could anything be more classy than Chanel's double-linked letter "Ca."

In recent years, these logos, for one reason or another, were relegated to the backs of consumer's closets.

But, like all that is new again, designers are stepping back in time and taking inspiration from the logos of days-gone-by.

This time around, the rule isn't necessarily all things obvious and loud; logos, too, can be subtle.

Designer Marc Jacobs, who now has influence over the Louis Vuitton monogram logo, has embossed the classic "LV" on pastel-colored, patent leather. It's a totally unexpected move, but one that renders his Kelly bag one of the sexiest and most lady-like bags around.

For those who want just a touch of the look, a savvy buy might be Louis Vuitton's Pochette Accessory bag, which resembles a cosmetic bag with a strap and zipper.

At \$140, it's unpretentious, just the right size to hold the essentials - a cell phone, keys and lipstick - and bears the classic brown and camel "LV" logo.

Recently featured as a hot item for spring on both The Today Show and Good Morning America, the Pochette bag is ideal for modern living, whether for a night out on the town or as a compliment to daytime business attire.

Not surprisingly, Chanel is also going crazy for logos this season.

But forget about the house's simple, gold and padded leather "C" emblem. At the Chanel counter at Neiman Marcus, the vinyl totes were presented in unexpected shades of purple and orange with emblems that literally scream for attention. For \$210, "CHANEL" is boldly spelled out across the front of the totes.

Another plentiful source for logos is Gucci. Stroll into their Somerset Collection store in Troy. You can't miss the trend.

Here, under the direction of designer Tom Ford, the famous "G" is miraculously, yet tastefully, placed everywhere - on ties, shoes, hats, visors. It's even used as an all-over print on trench coats.

True, luxury is back in style, so maybe now is the season to splurge a little.

On the other hand, for what you'd spend on an exclusive logo, you could probably outfit your child for a month.

And, that begs the question: how do I get in on the logo trend without breaking the bank? Not to mention, how do I wear a logo or two without looking like I'm merely dressing to impress?

Well, you could:

- Raid Grandma's closet for used, designer purses, belts and the like.
- Or, hop on a plane to New York, and snag a few fabulous fakes from the famous street vendor.
- Hey, even the latter might be less costly than buying the real deal!

Please send your style and shopping questions to Cari at OERealDeal@aol.com.

Goodbye casual Friday Dressing up is making a comeback

BY NICOLE STAFFORD
SPECIAL EDITOR

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Amanda Turner, fashion director at the Somerset Collection opened her spring fashion show at the upscale Troy mall with a surprising prediction.

"It's all about dressing up," said Turner, who was attired in a soft coral, luncheon suit for the occasion.

And, while many of the outfits featured in the show, held last week for a private audience, were quintessentially casual - one segment was devoted to athletically-inclined attire - it was obvious a more glamorous, pulled-together elegance is making a comeback.

The show's evening wear segment, designs influenced by Latin culture, seemed to drive home that point; even playful, liberating attire translates into elegance and grace.

"I think people are just tired of being casual. I think women want to be more feminine, more elegant. Women want to dress again," explained Turner following the show.

Perhaps we went too far with casual Fridays? Maybe we've decided to rebel against our quest for comfort and utility? Regardless of the reasons, women have a choice today.

And, having options drives a desire to dress-up, said Turner, who featured not only dressy evening attire but also a series of very feminine, pastel luncheon suits and a run of glamorous beach wear in the Somerset Collection show.

"It's going back to that Hollywood glamour," she said of her pool-side looks, feminine-cut bathing suits with sheer, flowing coverups, big hats and dramatic sunglasses.

"Even your weekend wear is getting more polished," said Turner. "You know denim is a big trend, but it, too, has gone dressy with so much beading and feminine details."

Outside of the decorative beading, sequins, flower appliqué and embroidery we've grown accustomed to seeing on denim and cashmere twin sets,

fashion designers have resurrected many other feminine elements for spring and summer use.

Ruffles and pleated skirts, polka dots and gingham check, lace and hosiery, hats and hand-held handbags are just a few that showed up on Turner's runway.

Once more, dainty handbags and lady-like slides have been decorated with delicate beading and flower appliqué, rendering even accessories ultra-feminine.

Chiffon is also readily available this spring.

And, while the sound of the word conjures up images of taffy-colored bridesmaid's dresses and other fussy, formal attire, many better-casual designers with contemporary aesthetics, namely Donna Karan, have incorporated chiffon into their collections.

Indeed, the bigger picture suggests we're yearning for a neater, more delicate, if not dressed-up, look.

How to achieve it quickly and inexpensively? Turn or suggested buying these five pieces:

- a luncheon suit (dress or skirt with a jacket)
- an elegant, slim pair of pants
- a cashmere twin set
- a gingham or polka dot blouse
- a silk handbag with a handle

But, is casual dressing on its way to extinction? The notion of comfort and utility a thing of the past?

"Elegance and sophistication in our wardrobe is something that we always yearn for," said Cheryl Hall Lindsay, fashion and special events director at Saks Fifth Avenue. "But will casual wear go away?"

"No. It will have its place. The totally casual look, that very relaxed, almost utilitarian way of dressing, has run its course, not that we haven't loaned from it. It's just that we know now comfort can be included in elegance."

*Cheryl Hall Lindsay
—Saks Fifth Avenue*



Latin elegance: Bohemian, peasant and latin looks may be in style but that doesn't rule out dressing up. That was obvious at the Somerset Collection's spring fashion show where an entire segment of the presentation was devoted to formal wear inspired by Latin dance and culture.



Beach glamour: Dress up your suit with a flowing, sheer coverup, big hat and dramatic pair of sunglasses. It's that 40s Hollywood starlet look all over again.



Plaid pose: Even plaid can be dressy. A Burberry signature plaid shirt tied about the belly offsets a black ball gown skirt, both from Burberry at the Somerset Collection in Troy.

Retail, style and special store events are listed in this calendar. Please send information to: **Malls & Mainstreets**, c/o Observer & Eccentric Newspapers, 805 East Maple, Birmingham, MI 48009. Fax: (248) 644-1314. Information must be received by 5 p.m. Monday for publication the following Sunday.

TUESDAY, MARCH 28
HEALTH SCREENING EVENT
Receive free and low cost medical testing and health information at Healthy Living (formerly Health-O-Rama) at Livanta Mall, at 7 Mile Road, through March 30. Sponsorship is provided by Channel 7, Sotoford Hospital and the United Health Organization. For additional information, call (248) 478-1160.

WEDNESDAY, MARCH 29
SPRING GOWN SHOW
View an extensive collection of spring gowns from such designers as Badgley Mischka, Pamela Dennis and Halston through March 31 at Neiman Marcus, the Somerset Collection in Troy, 10 a.m.-4 p.m., Couture Salon, third floor. For details, call (248) 643-3300.

TRAVEL LIGHTS TO NEW YORK
Lynn Porznoy, travel writer and owner of Lynn Port

ADDED ATTRACTIONS

noy Women's Clothier in Southfield, talks about her latest book on traveling well, "Going Like Lynn, New York," at Borders Books & Music in downtown Birmingham. She'll also show patrons how to pack lightly when heading to the Big Apple, 7:30 p.m.

BOOKS AND MUSIC
Borders Books & Music at Troy's Oakland Mall host Borders Explorers Story Time, an introduction to the world of books for toddlers, 10 a.m. For details, call (248) 585-8029.

THURSDAY, MARCH 30
RALPH LAUREN FASHION SHOW
Hudson's at Twelve Oaks mall in Novi presents a fashion show featuring looks from Ralph Lauren's spring collection, 7 p.m. Reservations are required. Please call (248) 445-6328.

HANDS TRUNK SHOW
Ros & Sherrin, 6536 Telegraph Road in Bloomfield Township, hosts a trunk show of Harari's spring and summer collections through April 1, 10 a.m.-8 p.m.

on Thursday and 10 a.m.-6 p.m. on Friday and Saturday. For details, call (248) 855-8877.

CHANEL COSMETICS CLINICS
Neiman Marcus, the Somerset Collection in Troy, hosts Chanel cosmetics clinics through April 1. Cosmetics department, first floor. To schedule an appointment, call (248) 643-3300 ext. 2101.

THEORY WARDROBE DAY
Saks Fifth Avenue, the Somerset Collection in Troy, hosts a wardrobe day with a representative from the Theory label, 10 a.m.-5 p.m., Casual Sportswear department, second floor. For more information, call (248) 614-3386.

friday, march 31
STILA MAKEUP ARTIST VISITS
Personal consultations are available with Stila's national makeup artist at Saks Fifth Avenue, the Somerset Collection in Troy, 10 a.m.-6 p.m. To make an appointment, call (248) 614-3386.

MEN'S TRUNK SHOW
Jacobson's in Rochester Hills presents a trunk show of Hickey Freeman's collection, 4-8 p.m., Men's department. For additional information, call (248) 651-6000.