



Dayton's Downtown Minneapolis department store event files

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DAYTON'S
OVAL ROOM
CORDIALLY INVITES
YOU TO BREAKFAST
WITH

ISAAC MIZRAHI

8:15 A.M.

THURSDAY, JULY 22

MINNEAPOLIS OVAL ROOM

3RD FLOOR

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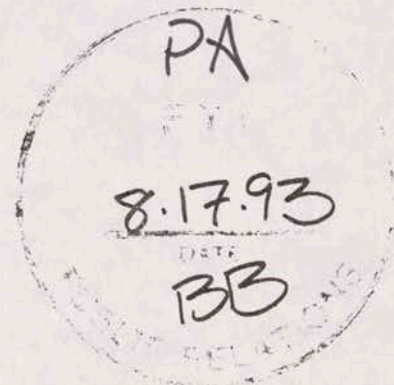
IT'S BEEN FOUR years since New York designer **Isaac Mizrahi** came through town to do a trunk show and mingle. It was a pleasure to have him back July 22 to preside over **Dayton's Oval Room** breakfast showing of part of his fall collection and hear his down-to-earth remarks.

The always-accessible Mizrahi told us he's more comfortable talking about women's lives than he is talking about fashion and that we should choose what looks best on us, no matter what the fashion is. Of Minneapolis, he said, "I love the weather here."

This collection is, according to Mizrahi, inspired by lots of things, including the 1920s and '30s. If I mention that one jacket was called the Jean Arthur and another the Gable, you get the picture.

The Oval Room sales staff reported how much they liked him (not always true with a visiting designer) and that special orders were good after his appearance.

Incidentally, more and more designers are taking to the road for trunk show appearances instead of sending a rep in these days of lean retail pickings nationally. Most, however, do not come to the Twin Cities. They should. ■



Mizrahi's appeal goes far beyond designs



ANDY KING/PIONEER PRESS

Isaac Mizrahi displays some of his new fall designs at the Minneapolis Dayton's Oval Room Thursday.

MIZRAHI

▼ CONTINUED FROM 1D

editor who once asked about a garment, "Is it wool or is it knit?"

"Can you believe, it's both?" hoots Mizrahi, in the retelling.

Warm, funny, humble, Mizrahi's personality is the antithesis of your normal, arrogant, superstar designer's. Though his twice-a-year runway shows in New York draw overflow crowds of some of the rowdiest, in-your-face fashion groupies, the loyal followers that really buy his clothes seem to be much more subdued and behaved.

About 50 such women met Mizrahi for breakfast and a capsule fall fashion show on Thursday in the Minneapolis Dayton's third-floor Oval Room, an invitation-only affair for Twin Cities customers much like the private designer salons once arranged by the late Madeline Murphy during the heyday of the Frank Murphy store in St. Paul. Gardenia centerpieces created a corridor of fragrance down the marble-tiled center aisle where tables were set, each place with its own small, Mizrahi trademark-plaid pouch contain-

ing a pair of his earrings set in black stones and rhinestones.

This was a new kind of event for Dayton's, according to store officials, who've seen it tried with some success in fine New York department stores like Bergdorf Goodman. Mary Hughes, Dayton's vice president and apparel-merchandising manager, has hanging on her office wall a memento from Mizrahi's last benefit appearance in the city — seven original sketches designed around the letters of the store's name.

Twenty-five-year-old Jennifer Sussman of Eden Prairie was one of the Mizrahi customers attending the breakfast. "I'm not a size 6, and I'm 5 feet 3 inches," she said, in explaining why she likes Mizrahi's line. "It drapes well. It's the only thing I can wear," she said pointing out her drawstring waistline pants. "I feel 50 pounds lighter."

Sussman worked in a Ralph Lauren store for two years and is now a training consultant for a software training company. "For Ralph's stuff, you have to be tall and very, very thin." Upon introduction to Mizrahi this day she discovered her light pebble-wool jacket was the same cut as his black wool pique.

"This is where all my wages go. I'm

GEORGANN KOELLN STAFF WRITER

Whether you're interested in \$12,500 embroidered shearling jackets that make noise or not, you've gotta love the guy who designs them.

Isaac Mizrahi, the hot young designer from Brooklyn with the corkscrew hairdo and unpretentious manner, is a modern fashion person. He loves what he's doing but isn't trying to convince anybody it's — well, sacred.

When the Wool Bureau made a video of his fall '93 runway collection, he and a glamorous house model simultaneously stuck their tongues out at the cameraman. Then he cuddled Morris, a live sheep borrowed from New York's petting zoo — sang to it, knotted a sweater, preppie-style, around its neck and declared it properly dressed for evening: "You know what it's like to run from petting zoo to dinner."

His all-time favorite question came from a fashion

MIZRAHI CONTINUED ON 2D ►

your least-wealthy client but your most devoted," she said in parting.

Mizrahi, sockless and wearing a peach, olive and heliotrope-striped tie, said he found her reaction "amazing."

He's already sold three of his new high-priced, bell-trimmed embroidered shearling jackets in New York, he said. And there's a reason the bells make noise. "People will know you're coming."

Among other styles he showed Thursday were a \$945 Sable-eeen fake-fur jacket ("It's not a political thing") and \$1,575 ankle-length camel's-hair trench coat; \$329 wool-crepe pajama pants and \$1,745 flocked velvet pants. One show stopper was a \$1,065 chiffon robe with fake mink cuffs ("Wear it to entertain at home"). A major portion of the daytime wear was black.

"It's funny," Mizrahi said after the show, scoffing at comparisons with high-fashion guru Geoffrey Beene. "Some of my things are really spectacular — couture level. Others are really fun. I'm really wishing to be embraced by as many women as possible."

Apparently, his wish is coming true. Jennifer Sussman was, she said, "shaking" after her meeting with Mizrahi. "Just write that he's a genius," she said.

