

Fashion

Brenda Star



Hair and makeup by Belen

DONNA TEREK/The Detroit News

Brenda Rosenberg with two jacket designs from her Adventure Club, which she calls "my little collection of playmates to wear."

A passion for fashion is still Brenda Rosenberg's ticket to adventure

You remember Brenda, don't you? The one who was named the first female vice-president of fashion for Hudson's, from 1978-85, then shipped off to Florida for seven years with Burdine's stores?

The one named the very first Best-Dressed-Hall-of-Famer by The Detroit News in 1983?

The one who was Miss Teen Detroit some 25 years ago? And whose parents — the late Herb and Belle Cohen — owned the Raven Gallery in Birmingham?

The one who drops in on all the big-ticket Detroit soirees in flashy dresses and 'dos that showcase her nipped and tucked body?

By DIANE HOFSESS

Yes, *that* Brenda. Brenda Rosenberg, who was fashion coordinator for Saks Fifth Avenue and a buyer for Milgrims before joining Hudson's.

This time, the 5-foot-4-inch dynamo from Orchard Lake is making headlines for having designed her own line of playclothes — OK, sportswear — for women. The clothes, called BRAC (Brenda Rosenberg Adventure Club) already have been bought by a slew of the biggies: Bloomingdale's, Saks, Dayton's, Hudson's and Marshall Field's, Jacobson's, I Magnin, Roz and Sherm and several specialty stores from Carmel to Palm Beach. They're due in stores about mid-February.

"We decided to buy them because they're so trend-right," says Phyllis Johnson, director of the

Oval Room for Hudson's. "Denim is a major trend for spring, and Brenda's merchandise is quite unusual. It combines denim with lycra and see-through fabrics such as lace. I think our customer will really be receptive to it."

Nat Forman of Jacobson's says he and his buyer, Carrie Adams, snapped up the sportswear collection for similar reasons: "We thought it was different," says Forman. "We had seen quite a bit of denim in the marketplace over the last few months and these denims looked very unusual. Denim is big right now and will continue to be big. Brenda's merchandise was something special."

And Annie Frank, buyer for Roz and Sherm, says, "The clothes made a new statement playing

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