

R.I.P. Maxine Powell

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Motown image builder Maxine Powell died today at age 98 of natural causes at Providence Hospital in Southfield, MI. Powell is famous for showing Motown artists how to compose themselves before their ever-growing public. Smokey Robinson, Diana Ross and Martha Reeves are a few of the artists that have acknowledged Ms. Powell's impact on the Motown legacy. She famously told The Supremes not to dance with their buttocks before a national TV appearance. She also once said that Marvin Gaye did not need her services because he was already poised. The Chicago by way of Texas native had a charm school in Detroit in the '50's that she closed to take on the job of molding Motown's stars. She met The Gordy Family when she ordered work from their printing business for her modeling and finishing school. She was honored at the Motown Museum in August by many of the people she helped groom including Smokey Robinson and Martha Reeves.