

MALLS & MAINSTREETS

Andrea from page 4A

Andrea Jovine hopes you will, because she insists she has you in mind when she comes up with her collections.

"I was one of the first American designers to offer designer clothing for women at realistic prices to bridge the gap between the high-priced lines and the mainstream labels," she said. "In 1991, I introduced *Essentials*, 16 to 20 pieces of clothing meant to be the can't-live-without staples of a woman's wardrobe.

"I design knits, primarily, be-

cause they're a way of life, not a fashion trend. Knits are comfortable and easy to care for. They also give a little and cooperate when the scale goes up and down."

Jovine came to town recently to meet customers at Neiman Marcus in The Somerset Collection, Troy. Over tea at the Townsend Hotel in downtown Birmingham, she explained how much she enjoys road trips where she can get feedback on her clothes from the people who buy and wear

them. Jovine and her knits have become a \$70 million business. Under the direction of CEO Victor Cooper-Smith, former Adrienne Vitadini executive and Andrea's husband, Jovine has expanded into European and Canadian markets and introduced lines for both petite and larger-sized women. A boutique in China is on the horizon as well as a line of Jovine accessories.

Jovine, in her "mid-30s," graduated from New York's Fashion

Institute of Technology and went to work at a lingerie company where she soon became a design assistant.

"My father was a designer and my sister and I grew up with a mother who loved beautiful clothes," she said. "Mom's color-coordinated rolling racks are legendary. I guess I always knew I'd be a designer because I love to sketch and I get inspired by everything around me."

Jovine credits her success in the highly competitive fashion field to an ability to give custom-

ers what they want, coupled with a dedicated interest in the inner workings of her garments.

"Before something appears in my collection, I wear it to see how it works," she confided. "If I'm working on a new waistband for a pair of pants, for example, I'll take them traveling for a week to see how it wears."

Jovine collections of savvy sportswear and dresses can be easily accessorized and pieces can be interchanged for different looks. Black dominates but colors are included.

"The pieces in my collection are priced between \$100 to \$200," she said. "They're investment pieces that can be interpreted and worn differently by each Jovine customer. My customers are independent personalities who are confident about their clothing."

Jovine's president, Dennis Gay, had words of praise for his boss as he listened to her talk about her designs.

"Don't let her fool you," he said. "She works long and hard to bring out a collection."

Wealth Preservation-How to Keep it in the Family

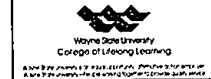
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Source from page 4A

Livonia store for what was probably the last time.

"There's hardly anything left," she sighed. "I'm going to miss this store. My daughters shopped here too. It's hard to believe it's already closing. The store was always busy."

The seven Source Club stores, owned by Meijer's, have been liquidating since December. Most are nearly sold out, a month prior to the designated Jan. 31 closing date. Some will close next week, according to Meijer spokesman John Zimmerman.

"The closing dates will be determined at a store-to-store basis," he said. "The liquidation went well because there were so many bargains to be had. The few remaining items will be absorbed into Meijer's stock."

Zimmerman hinted that the Source Club facilities may be sold soon. Discussions with prospective buyers have been taking place since November.

According to Source Club employees at the Livonia and Westland stores, the bulk of merchandise went over New Year's

weekend during a buying frenzy when checkout lines stretched across the huge warehouses.

Source Club president Paul Boyer announced the liquidation sale on Nov. 24 in a letter to members. He informed Source Club shoppers the facilities were for sale due to market saturation in the warehouse business. The company is refunding the \$20 membership fees through Meijer's gift certificates equal to the value of cards purchased.

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98¢ Reg. 1.59 Wintuk* Yam. 3.5 oz. solids, 3 oz. ombres. Worsted weight in 45 colors. *Minimum certification met.	Spool-O-Ribbon. Buy 1, Get 1 for 1¢. Reg. 89¢ ea. In 12 colors.	1 1/2 Yd. Jumbo Paper Twist. Buy 1, Get 1 for 1¢. Reg. 3.99 ea.
1.28 Reg. 1.79 Dazzleaire Yam. Extra soft brushed yarn in 18 colors. 3 oz. pull skeln.	Ready-to-Finish Plastic Suncatchers. Buy 1, Get 1 for 1¢. Reg. 89¢ ea.	1 lb. Craft Sand. Buy 1, Get 1 for 1¢. Reg. 1.49 bag.
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