



## A modern day village bazaar



STAFF PHOTOS BY MELANIE MAXWELL

**Good sales and service:** Birmingham resident Myrna Edgar (left) slips on a pair of sale-priced shoes at Tender clothing boutique in Birmingham during Day on the Town. Tender co-owner Cheryl Daskas (right) assists Edgar.

### Birmingham's Day on the Town event transcends traditional sidewalk sale

BY NICOLE STAFFORD  
STAFF WRITER  
nstafford@oc.homecomm.net

They encountered 6,000 pairs of shoes on sale at a single store.

They had their locks cut by top-notch stylists before an audience to benefit charity.

They watched in awe as a handful of sveltes The Box instructors kicked butt and shed serious sweat under the midday sun.

All that in one 12-hour period and in the same downtown courtesy of Birmingham's Day on the Town, an event in its second year as a daytime venue following more than 20 years as Night on the Town.

Of course not every shopper had the same experience; this year's Day on the Town, held July 14, had more sights, shopping opportunities and activities for any one person to handle.

"It really looks like a carnival or a festival," said Birmingham Principal Shopping District Executive Director John Heiney as he watched the day unfold at the intersection of Maple and Woodward Avenue, which was closed off for the event.

Last year's Day on the Town was a transition of sorts, he remarked. This year, the event seems to have hit its stride partly because so many retailers participated, including those along North Old Woodward, the art gallery district.

Indeed, tables and tents of sale merchandise spilled on to the downtown streets. Combined with street entertainers, outdoor dining and food stands, Day on the Town had the feeling of an old-fashioned village bazaar, reminding residents and visitors alike that downtown venues aren't just for shopping.

"I like it better," said Myrna Edgar, a Birmingham resident who turns out for the summer event every year. "It's more relaxing. And, I think you can see everything much better. I think people are making a day of it."

In addition to sidewalk sales, there was live musical entertainment, children's art activities and special retail offerings, from merchandise coupons to samples of products and services.

While Avalon Salon & Spa offered complimentary chair massages under their outdoor tent, both Roots and Shades Optical hired DJs and set up sound systems outside their stores.

At the center of attention between 2 and 6 p.m. was Dream Cuts, an outdoor, on-stage hair cut-a-thon in which hair stylists from a dozen Birmingham salons participated.

The cut-a-thon, which culminated in a spontaneous bidding war on a hair cut for Steve Courtney of WR-760 FM radio's the *Mitch Albom Show*, ultimately raised more than \$8,000 for Camp-Mak-A-Dream, a program for children and young adults with cancer.

The winning bid on Courtney's hair cut was a mere \$350, raising the question: Is Day on the Town really a sidewalk sale?



**Energetic demo:** Birmingham Karate Studio instructors perform a kick boxing routine on stage at the intersection of Woodward Avenue and Maple.



**Clips for charity:** Bloomfield Hills resident Rebecca Kvasnak (right) gets a haircut from Mary Doerr, a stylist from LeMirage Salon.

## Innovative panty hose designer set to appear at Jacobson's stores

Her mission statement includes the words "we've got your butt covered."

Besides, she and her innovative hosiery product appeared on the *Oprah* show.

That's Sara Blakely, designer of Spanx footless panty hose.

A stand-up comedian and motivational speaker, Blakely grew tired of cutting off the feet of her control-top panty hose for wear with open-toe shoes. And, less than two years ago, she started sketching ideas for footless hosiery.

Next week, Blakely visits local Jacobson's stores where shoppers can meet the designer and learn about her footless, control-top panty hose.

Appearances are slated Tuesday, July 24: 10-11:30 a.m. at Jacobson's in downtown Birmingham; 1-2:30 p.m. at Jacobson's at Laurel Park Place in Livonia; and 3-4 p.m. at Jacobson's at Briarwood Mall in Ann Arbor.

Spanx hosiery is sewn by hand and has an all-cotton gusset. In addition to being footless and suitable for wear with Capri pants and open-toe shoe styles, the hosiery has an extended control-top panel.

All appearances will take place in Jacobson's Legwear departments.

For more details, call (800) 837-5227.



**Store visit:**  
Meet Sara Blakely, the designer of Spanx hosiery, on July 24 at Jacobson's in Birmingham, Livonia and Ann Arbor.

THE  
**Observer & Eccentric**  
NEWSPAPERS  
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**Where is your favorite shopping area?**

Take a moment to vote for your favorite retailers, downtown shopping districts and malls. By participating in the Observer & Eccentric's "Best of Malls & Mainstreets" reader survey, you'll automatically be entered into a drawing for a \$100 mall gift certificate.

### THE CATEGORIES:

	Oakland County	Wayne County
Best mall		
Best downtown		
Best independent retailer		
Best department store		
Best women's clothing store		
Best men's clothing store		
Best shoe store		
Best jewelry store		
Best store for bath and beauty		
Best flower shop		
Best gift store		
Best store for greeting cards		
Best toy store		
Best store for high tech		
Best book store		
Best resale store		
Best sporting goods store		
Best store for the kitchen		
Best store for bargains		
Store with best customer service		
Store with best events/community services		
Store with best selection		
Best store decor		
Best store exterior/signs		
Best store displays		
	Malls	Mainstreets
Best people watching		
Best window shopping		
Best for dragging along husband/boyfriend		
Best for meeting people		
Best for teens		
Best for kids/family		
Best for speedy shopping		
Best bargain shopping		
Best eat		
Best shopping		

The following name and address blank must be filled out.

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 Street \_\_\_\_\_  
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Be sure to legibly write in your vote after each category. Your name, address and telephone number must be included in the bottom box to be eligible for the drawing. Forms must be received by 5 p.m. Friday, August 3. Survey results and winners will be announced by September. If you live in Oakland County, you may win a \$100 gift certificate from the Somerset Collection in Troy. If you're one of our Wayne County readers, you're eligible to win a \$100 gift certificate from Laurel Park Place in Livonia.

**Send to: Malls and Mainstreets • 805 E. Maple • Birmingham, MI 48009**

