

Mens' clothiers latch onto the discount idea



Tony Ferrante provides tailoring right on the premises of the Southfield store.

BY SHIRLEE IDEN

Take a non-practicing attorney, a non-practicing clinical psychologist and an active men's clothier and what do you get? — the brains and bankroll behind Bean Brothers Clothing.

Fred Bean, the brother with the legal degree, Steve Bean, psychologist, and Ken Rogin, the man with 12 years of clothing experience, say they offer today's man what the economy requires — a bargain.

Bean Brothers, located in the Farrell's Shopping Center, is a discount operation. The mark downs offered are on quality and designer clothing.

A peek into the racks reveals a sport coat with a well-recognized three letter insignia priced at more than 30 percent off normal retail.

A shirt advertised at \$25 by leading men's stores is marked just \$17 at the Southfield shop.

The store opened March 19 and the proprietors believe it is the first discount men's store in the metropolitan area.

"Everything is marked with two prices so the customers can see the Bean Brothers price and the normal retail," Rogin said.

"There are no seconds, discontinued or faulty merchandise. It's all fresh stuff."

ROGIN, who is the buyer for the store, said the discounts are made possible by advantageous buying and shorter mark-ups.

"People like our prices," said Fred Bean. "It's what's important to them because of the state of the economy."

The brothers and Rogin have been asked repeatedly why they would open a retail store at this time when the economy is so depressed.

Fred Bean said they felt an opposite impulse, that this was the very time such a store was needed.

"The economy requires bargains," he said. "Clothing is a requirement."

They call their shop a discount store for men who don't buy discount clothing, referring to the high grade of merchandise and the pleasant ambience of the store.

Rogin is a native of Detroit and resides in Birmingham. Fred and Steve Bean live in West Bloomfield.

The brothers are investors in the business. None of the three owners spend their full time at the store. All expressed an interest in expanding the idea and opening other stores at a later date.



Ken Rogin (left) and Fred Bean are two of the three partners in Bean Brothers' Clothing who

have innovated by bringing the discount idea to the men's clothing field. (Staff photos by Mindy Saunders)

Rogin said the discounts allowed range from 20 per cent to more than 50 per cent.

"Women's discount stores are doing well and even expanding," he said. "We feel there's no reason we won't do well also."

MIKE ZACK is the store manager, and three other salespersons are employed.

The store carries suits, sport coats, underwear, shirts, sweaters, belts and socks — a full haberdashery line.

One full-time employee is Tony Ferrante, an experienced tailor, who works on the premises.

Although Bean Brothers does charge for alterations, they have established a maximum price of \$12 per garment. This means all parts of a three-piece suit will be altered at that price.

"We have the alteration prices posted right in the shop," Rogin said. "There are no surprises."

Women plan fashion event

The Women's Guild of St. John's Armenian Church in Southfield will present its annual Mother's and Daughter's Banquet at 6:30 p.m. Friday, May 9. The event will take place at the Armenian Cultural Center, 22001 Northwestern Highway in Southfield.

More than 500 women are expected to attend the banquet which will include a fashion show by Alvin's and many door prizes.

Chairman of the dinner is Elizabeth

Johnson of Bloomfield Hills.

Helping to plan the event are: Isabelle Vahratian, Alice Sonjan, Hermelene Kahayan, Agnes Carman, Margaret Kemian, Cynthia Apkarian, Paulette Apkarian, Alice Safilian, Hazel dePillbein, Rose Knavikian and JoAnn Nassar.

Donation will be \$8 for adults and \$4.50 for children.

For reservations call Isabelle Vahratian at 553-2799.

Where It's At

By JUDY SOLOMON

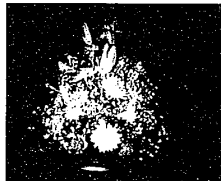
Mixed Bags

For Mother's Day, Something Special has a mixed bag (\$29.50) filled with goodies a lot of mothers would love. Two different combinations are available. The first consists of an eight ounce box of Godiva chocolates, a fifth of Great Western Champagne and one long-stemmed red silk rose. The second consists of the candy plus a silk bouquet of spring flowers. Both come nicely packaged (bows, gift card et. al.) in a white shopping bag that has been lined with red tissue paper. Best of all, your gift will be hand delivered (for no additional charge) to just about anywhere in the Oakland County area. Something Special, 464-2575.



Annual Interest

It's a wonderful luxury your mother would never buy for herself but would be overjoyed to receive: One fresh flower bouquet every month for an entire year. The bouquets are valued at \$20 each or a total of \$240 for the year. However, in honor of Mother's Day, the State Flower Galleries will charge only \$180. The cost includes monthly delivery anywhere in the Oakland County area and each bouquet will utilize the fresh flowers of the season. State Flower Galleries, Bloomfield Plaza, Maple and Telegraph, 651-3580.



Great Expectations

Lest you forget, ladies-in-waiting deserve Mother's Day presents too. Should you happen to know one who likes to play tennis, here's a terrific find. Call It Love carries great looking maternity tennis dresses in several different color combinations and styles. Ranging in price from \$34 to \$50, many are in stock or you can have them made up in your choice of colors and length. (Orders take 10 days.) The store also sells white maternity tennis panties (\$8.50 each). Call It Love, Orchard Mall, Orchard Lake Road near Maple, West Bloomfield, 626-7400.



Stocking Up

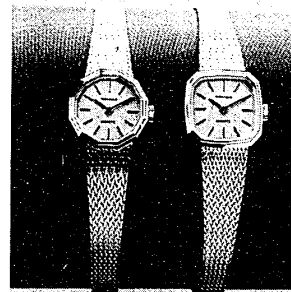
Now that you're in gear for Mother's Day, you might just as well start planning your Father's Day gifts too and a caricature doll from Lingerique would be a sensational choice. First you bring a photo of the recipient to the store. Then you answer all of questions about the recipient (i.e. hair color and style, clothing preferences, hobbies, characteristic poses). Lastly, the data is sent to artist Rebecca Shannon in California where she creates a personalized caricature doll out of nylon stockings and other bits and pieces of material. Priced at \$140, each doll is signed and dated by the artist. Orders take four to six weeks. Lingerique, Somerset Mall, Troy, 649-6001.



Mother's Day treasures: gold, diamonds, rubies, emeralds! M is for the million things she gave you. Thank her with diamonds set in gleaming 14K gold—and sparked by your choice of rubies and emeralds. These, ours alone, by Armand Jacoby. Necklace, with rubies, \$1420. With emeralds, \$1489. Bracelet, with rubies, \$1155. With emeralds, \$1210. In Fine Jewelry Collections—where we are all the things you are... on Mother's Day, May 11th.

Saks Fifth Avenue

Troy, Somerset Mall, Big Beaver at Coolidge



Movado on Mother's Day...for a gift of incalculable splendor and matchless precision. The incredibly accurate quartz bracelet watches...intricately, elegantly fashioned in precious 14K gold. What's more, they never need winding...and that means less work (and more love) for Mother. These, with gilt dial and stick numerals, \$1595 each. In Fine Jewelry Watch Collections—where we are all the things you are...on Mother's Day, May 11th.

* Warranty available without charge upon written request to Saks Fifth Avenue.

Saks Fifth Avenue

Saks Fifth Avenue, Troy, Somerset Mall, Big Beaver at Coolidge
Fairlane Town Center, Dearborn