

WEST BLOOMFIELD'S ONLY ENCLOSED MALL...

...for Your Holiday
Shopping Comfort

All for Learning
Ansonia's
Berlins Children Shoppe
Bookpeople
Bricker-Tunis Furs
Coats Unlimited
The Cover Up
Efros Drugs
Esther & Estelle's
Excalbur Shoes for Men
Frames & Framing
Gemini Travel Agency
Greg Shoes
Heidi's Salon
Jewelry Unlimited
The John Kent Stores
Julie Marie's Art of Dance
The Next Step
Nocera Jewelry
Pace Setter Fashions
Pollina's
Rena's Flowers
Rikshaw Inn
Rochelle's Knit Knit Knit
Romanik's
Shopping Center Market
Software Station
Sue's Hallmark
Terry Thurn Photography
Viellette Haircutters
Warren Optical
Weight Watchers

(Check Your Favorite Stores for Holiday Hours)

ORCHARD MALL

MAPLE & ORCHARD LAKE ROAD
WEST BLOOMFIELD

Bouquet of fine perfumes offered

What do actress Brigitte Bardot, Cartier jewelers, artist Salvador Dali and dancer Isadora Duncan have in common? A perfume or cologne in their names.

Sports figures, actors, artists and singers aside, the most logical name to be linked with a fragrance, in addition to that of the perfumer, is that of a clothes designer. Designer perfumes date from 1911 when Almeras made a perfume under the name of Paris designer Paul Poiret.

And the perfume business continues to lure the enterprising women throughout the world get to choose from as many as 200 new scents each year.

Each of the companies producing these

fragrances gladly would settle for a fraction of the sales of Yves Saint Laurent's "Opium," Cacharel's "Anais" or Jean Patou's "Joy." But with so many choices available, few women are faithful enough to a single scent to make it a big winner.

WHEN A manufacturer spends, say, \$10-\$30 million to launch a fragrance in the United States, he can't afford to get lost in the shuffle. So, realizing that customers and manufacturers are tired of mass marketing, many manufacturers have decided to seduce fickle customers by offering upscale, deluxe products.

This essentially is a return to the roots

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