

# Neiman Marcus

## Cash registers jingle at its Somerset debut

BY TIM CARVELL  
STAFF WRITER

They came, they saw, they shopped.

So it went on the opening day of Troy's new Neiman Marcus.

"This is better than Christmas," said Carolyn Klykko, a shopper from Detroit.

As Klykko looked at the throngs crowding the store's aisles, however, she had one question: "don't these people work?"

Apparently not. A crowd estimated in the thousands passed through Neiman's doors Friday, the first day the upscale department store opened to the public.

Some people came to shop. "It's got a good selection of sport-coats and suits," said Doug Blodgett of St. Clair Shores as he browsed through menswear.

Some came for other reasons.

"We decided to see what was here, to see what we could get for free," said Michael Reame of Farmington Hills. "It's just curious."

Still, enough shoppers showed up to put smiles on the faces of the Neiman's management.

"It's like the miracle became reality today," said Marilyn Connor, public relations manager for Neiman's.

Equally excited were the representatives from the Somerset Collection, which houses the new store.

"We can't stay away," said Rebecca Maccardin, who supervised the Collection's recent face lift. "We just keep coming back."

Among the opening day attractions was a visit from hat designer Frank Olive.

"Women love him because he's so hands-on while fitting," Connor said.

For his part, Olive seemed thrilled to have been invited.

"People are here from everywhere," he said. "Is this a legal holiday in Detroit?"

Much of the excitement is due to the fact this is the first Neiman's in Michigan, and it carries many designers that can't be found anywhere else in the area.

"Now, I don't have to make frequent trips to New York," said Marilyn Levine of Franklin.

Those who have seen Neiman's in other cities reported that this one is every bit the equal of the others.

"It's just outstanding," said Barbara Cowherd of Troy. "I feel like I'm standing in Chicago or San Francisco. The sales people are great."

"And very handsome," chimed in friend Melvin Allen, who was visiting from Florida.

The sales people were roundly praised by the customers for their emphasis on personal attention.

"There's a lot of enthusiasm, and it's very contagious," said local model Merna Lyn. "I hope they do well. They're very costly."

Indeed, several customers voiced doubts about the store's ability to survive in the current economic climate.

"It appears to be a success. I guess we'll know in three months," said Detroit's Robert Trotter.

Representatives from Forbes often rank Properties, which is responsible for Somerset's rebirth, expressed no such doubts.

"The store's magnificent," said Sid Forbes. "I think we'll maintain



She's not real: A shopper zips through the lingerie department on the second floor of Neiman Marcus.

the crowds."

The store is not without its deficiencies.

"I'm going to go complain to the president, because they don't have a petite department," said Troy resident Lu Whitaker.

"We're going to go see if they have a toy department," said Judith Schlusel of Southfield, who came

with son Irvin and daughter Toby.

"They better," Irvin said.

But all in all, the new Neiman's received rave reviews from its new customers.

"It's wonderful," said Mary Lanesky of Bloomfield Hills. "I don't think any store is going to touch it."

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