

MALLS & MAINSTREETS

6A(F)

SHOPPING CENTERED



LINDA BACHRACK

Pretty porches take planning

Summertime, and the livin' is easy... off decks, garden rooms, patios and porches. The best decorating style for these seasonal living rooms creates a relaxed, comfortable, yet cheerful environment. It's all about ease, and the perfect setting can be enhanced with splashes of color and small accessories.

Choose a theme. Do you envision your sunroom filled with white wicker, pink ticking stripes and pastel floral planters and dinnerware? Or will your porch pulsate with bright color? Perhaps you prefer vividly striped place mats and fruit motif bowls, trays and baskets. How would this multi-color wooden toucan look on your patio table? He's one

of a family of three from Pier I Imports (\$29.99). Let's pull together a couple of enticing sun spaces with merchandise from area Pier I Imports and Hudson's stores, and ideas from local shoppers.

Victorian stylings

For a soft, romantic summer look choose from Pier I's rattan or white furniture collections. A variety of striped and floral patterned cushions enliven the seats. To enhance the airy, outdoors feeling, you may want to select a large wicker decorative bird cage (\$37.48) or a white hammock to hang in a corner (\$79.99).

Connie Schnell of Rochester Hills chose a ceramic wall planter festooned with lavender and pink flowers for a pretty sunroom look (\$14.99) and she admired the wicker planters on green metal stands at Pier I.

"I like a greenhouse look," she said, while admitting that she would have a hard time adding another thing to any of her over-accessorized rooms.

Other pleasing knick-knacks for our soft-toned room include pastel wooden fish to scatter on a coffee table (\$19.99), antique-look brass and tin watering cans (\$19.99) and, from Hudson's Marketplace Summer Place collection, seashell or flower patterned acrylic dinnerware in pretty pale hues.

For a more vibrant look, the hot motifs for warm months include whimsical fruit and fish patterns. Hudson's newest summer collection features drinkware, trays, pitchers and salad bowls splashed with riot of bright, sunny fruits (\$11.99-\$17.99). Don't forget to string the fruit-assembled party lights across the deck for an authentic tropical fiesta (\$15.99).

Colleen Cornell of Birmingham opted for watermelon-patterned glassware from Pier I (\$2.49) to accent a secret pal's summer table. Her gift included coordinating napkins and a paper-mache watermelon wedge (\$3.49) to brighten a centerpiece or add sass to a baker's rack.

How about an apple or watermelon-shaped wicker picnic basket from Hudson's Marketplace? Great for storage in the garden room.

Continuing in the summer fruit motif, Lisa Zaleski of Redford was spotted amid the strawberries at Pier I. She chose a bright red and green strawberry bowl and planned to fill it with the real thing, perhaps chocolate dipped. Lisa found all of the vivid ceramics, "fun for summer."

Spish splash



Long for the seashore? Add an aquatic look to your room with the hand-dyed paper mache fish platter pictured from Pier I (\$34.99). In roya-

l blue, yellow and kelly green splattered with hot pink dots, this enchanting creature would make a great wall hanging or a tray for those tall, cool drinks. Look for matching glassware at Pier I and a line of perfectly coordinating dinnerware, platters (\$19.99) and candles (\$6.99) at Hudson's.

No matter how you personalize your outdoor or enclosed summer retreat, make it a wonderful place to get away from it all. While porches and sunrooms and patios serve as ideal venues for entertaining, they can also be perfect private sanctuaries. A comfortable chair, a good book, the sweet scent of a flowering tree and a little spot of sun may be all you need to provide the setting for a blissful summer afternoon.

(Main street Pier I locations are: 33029 Grand River in Farmington, 655 Forest Ave. in Plymouth, 139 South Main St. in Rochester.)
Linda Bachrack is a Birmingham resident. You can leave her column ideas at 953-2047, mailbox 1889 or via fax at 644-1314.

Where is Crowley's headed?

Shoppers know best. They know where the values are. They know where the service is. They have some advice for Crowley's, an old friend in trouble.

BY SUSAN DEMAGGIO
STAFF WRITER



In its 85th year, the venerable Crowley-Milner Co. finds itself sailing through choppy retail waters in a quest to reach a profit island.

Over the last few years, the company reported losses of \$5 million. Last year Crowley sales topped \$100 million, but this was still down from the previous year.

In November, Crowley's named a new president, Dennis Callahan, formerly of Hess's Dept. Stores.

Two weeks ago, Crowley's sold its long-troubled Wildwood store in Westland to the Schottenstein Stores Corp., Columbus, Ohio. Schottenstein is in the midst of a liquidation sale at Wildwood, estimated to run through June.

Crowley's also announced that it had lined up an \$8 million loan with a \$2 million cash advance that would be used to pay off debt. Crowley's will not confirm the source of the loan, but retail insiders hint it may have also come from the Schottenstein Corp.

"There is nothing but good from the sale of the Wildwood store," said Stan Sivula, a spokesman for Crowley's. "We've secured new financing, got rid of a non-profitable store, set off in a new direction. It's never business-as-usual in the retail market."

Yet it's Crowley's business-as-usual approach to retailing that has disappointed some shoppers.

Welcome to '90s

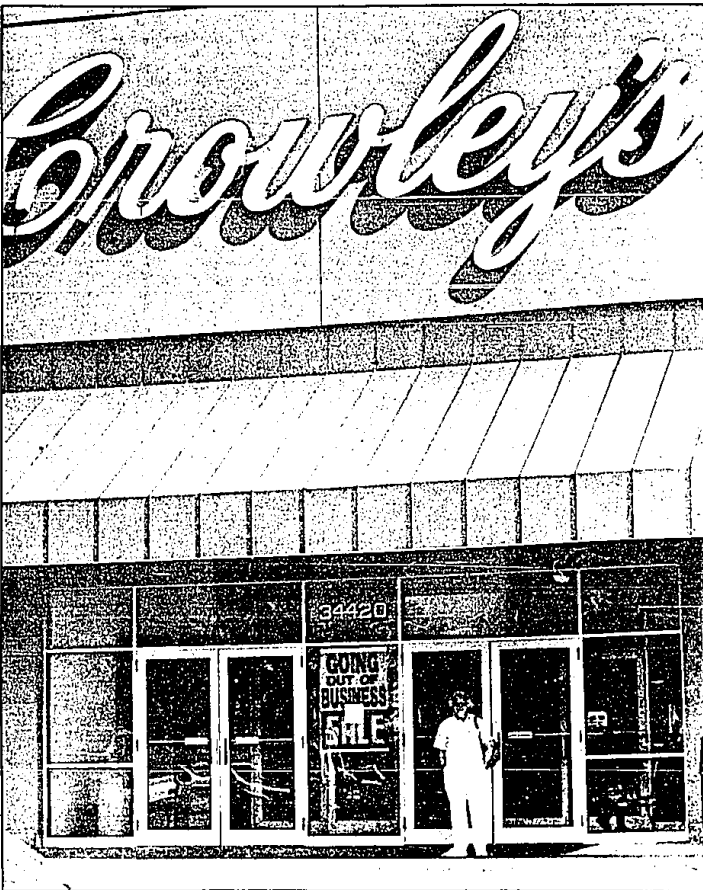
"We'd like to welcome Crowley's into the '90s," said Mark Tiedel of Rochester Hills. "Their stores look like something out of the '50s. They have decent merchandise, but the interiors need major refurbishing."

"I always think of Crowley's as the place my grandmother and mother shopped," said Corey Baker of West Bloomfield. "Over the years their merchandise selection has been poor. On several occasions I came out to their advertised shoe sales and they were not what I expected."

But other shoppers said Crowley's moderate-to-upper moderately priced lines are great bargains, especially during the annual Anniversary and Crowley Days Sales.

"If Crowley's wants to compete with Jacobson's or Hudson's, they will have to bring in more upscale merchandise at higher prices, and then they wouldn't be Crowley's anymore," said Linda DePietro of Bloomfield Township. "I shop at Crowley's during their sales because I shop for value."

See CROWLEY'S, 7A



ART EMANUELE/STAFF PHOTOGRAPHER

Wildwood woes: The Crowley's store closed in Westland last week. A liquidation sale is in progress. The remaining 10 Crowley's stores are belt-tightening and hoping to add new lines of merchandise.

Fashion show has student designs

BY SUSAN DEMAGGIO
STAFF WRITER

Followers of fashion won't want to miss the dress made from bottle caps, the suit of magazine covers or the outfit created from filmstrip when design students strut their stuff Sunday at Twelve Oaks Mall.

The 1 p.m. fashion show will move down the Lord & Taylor escalator, dramatically revealing winners of the Fashion Group of Detroit's scholarship program.

"This is the first year Twelve Oaks has hosted the Fashion Group's annual scholarship event," said Elaine Kah, mall spokeswoman. "We are delighted to be a part of the program. Twelve Oaks will award a scholarship to the Best of Show winner. The pub-

lic is invited to attend this unique fashion show and see which student designs could be the next big thing."

Sharon Rees, scholarship chairwoman of the Fashion Group of Detroit, said \$8,000 in student scholarships will be presented in the eighth annual contest.

"Our applicants come from all over the world, but to qualify for our scholarships they must either be a Michigan resident or a student at a Michigan school," she explained. "We have two award categories, fashion merchandising and fashion design. Sixty-two students have submitted either their design projects or a fashion promotion plan, and 31 have been selected for Sunday's contest."

Each fall the Fashion Group of De-

troit hosts Stylemakers, a fund-raiser whose profits are spread over three programs; the maintenance of a fashion library in the Detroit Historical Museum; the scholarship program and AIDS research. This year \$30,000 will be shared between the programs.

The Fashion Group of Detroit is part of an international organization with the aim of promoting excellence and professionalism in all aspects of the fashion world — from design to manufacturing to retailing. According to Rees, members of the Fashion Group must work three years in a professional position in the fashion field before being accepted into the group.

See FASHION, 7A

WEDNESDAY, MAY 19

COLONIAL CRAFTS

Authentic handmade crafts and artists in costume. Demonstrations. Through May 23. Regular mall hours.
Livonia Mall, Seven Mile/Middlebelt, 476-1166.

DISCOUNT MOVIES

Each Wednesday, 10 a.m. AMC first-run films priced at \$2.95. Southland, Laurel Park, Wonderland and Eastland malls only. Soon to follow: lectures and programs after the films.
462-6200.

ART FAIR

Troy School District's 17th annual show. Through Saturday. Work by students grades 1-12 on display. Some art collection. Big Beaver/Cookidge.
649-6350.

THURSDAY, MAY 20

BREASTFORM CLINIC

Discrete self-adhering breastform fittings. 10 a.m. to 6 p.m. Repeated May 21. No appointment necessary.
Bobette Boutique, W. Huron/Telegaph, 681-2727.

SENIOR BENEVOLENCE

Special events, discounts, craft shows for and by senior citizens. Co-sponsored by Rochester Older Person's Commission. Through Sunday.
Winchester Mall, Rochester/Avon, 652-1152.

ADDED ATTRACTIONS

FRIDAY, MAY 21

DESIGNER VISITS

Meet Swiss jewelry designer Leo DeVroomen and view his "Sparkling New Collection" 10 a.m. to 5 p.m. repeated Saturday.
Jules Schubel Jewellers, Big Beaver/Cookidge, 649-1122.

SATURDAY, MAY 22

FARMER'S MARKET

9 a.m. to 2 p.m. Village Commons Farming Lot. One-half mile east of Farmington Road on Grant River. Will be repeated every Saturday through October.
Downtown Farmington, 474-3440.

SUNDAY, MAY 23

STORYBOOK SUNDAY

Chris Edmunds of WNIC radio will read "A Silly Story," 1 p.m. Center court. Children can earn reading points for gift merchandise. 99-cent meals at participating restaurants.
Fairlane Mall, Michigan/Southfield, 593-3330.

BENEFIT BALL

Eighth annual, 6-9 p.m. Proceeds benefit Rochester

Older Persons Commission mini bus program. Center court. Dick Murphy's big band sounds. Refreshments. Raffles. Advance tickets \$4 per person. Available at mall management office or OPC. Tickets at the door \$5.
Winchester Mall, Rochester/Avon, 652-1152.

MONDAY, MAY 24

BLOOD PRESSURE TESTS

8-10 a.m. Co-sponsored by Botaford General Hospital, Jacobson's Court. Relaxation tips also discussed.
Laurel Park Place, Six Mile/Newburgh, 462-1100.

TUESDAY, MAY 25

GLEN KILLER DANCE

Shoppers can listen or move to the best beat... 8 p.m. member Glen Miller Orchestra performs 5:30-8:30 p.m. on stage in front of Crowley's. Band directed by Larry O'Brien, features vocalists Carol Kay and Jeff Collins. Free. No reservations necessary.
Livonia Mall, Seven Mile/Middlebelt, 476-1166.

Notice of special retail events and promotions for inclusion in Added Attractions, can be sent to Susan Demaggio, The Observer and Economic Newspapers, 905 E. Maple, Farmington, MI, 48009 or faxed to 644-1314. Releases must be received by noon Wednesday to be published in the following Monday's paper.