

MALLS & MAINSTREETS

MONDAY, JANUARY 31, 1994

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SHOPPING CENTERED



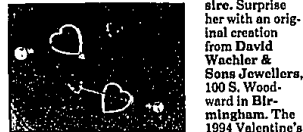
LINDA BACHRACK

Gifts straight from the heart

As Valentine's Day approaches, kindle your imagination with some passionate gift ideas straight from the heart. There are countless ways to say "I love you." There are but a few of the special valentines I discovered on a heart-hunting journey through our malls and down our main streets.

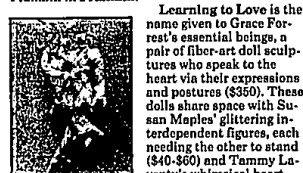
Wear Your Heart On Your Sleeve, or give it to someone you love. On Feb. 12, Kroger stores in Bloomfield Hills (Long Lake & Telegraph), Bloomfield Township (Maple & Lakeside) and Birmingham (Maple & Hunter) will sell gold heart pins (\$2) to benefit Variety-The Children's Charity. Proceeds from the Gold Heart campaign support the Variety Club Cardiology Center at Children's Hospital of Michigan and the Variety Myoelectric Center at the Rehabilitation Institute.

Heart to Heart is the 10th anniversary Cuisine Extravaganza presented by the Children's Hospital of Michigan Auxiliary on Feb. 13 at The Dearborn Inn. The dinner/dance benefits the neonatal unit of Children's Hospital and the endowment for the Center for Pediatric Nursing Excellence. For advance reservations and information, call the auxiliary office at 745-0982. Every Heart's Desire. Surprise her with an original creation from David Wachter & Sons Jewellers, 100 S. Woodward in Birmingham. The 1994 Valentine's



Day collection includes these Cupid's heart pins. Choose platinum and 18k yellow gold with diamond, pearl and rhodolite garnet (\$800) or 18k yellow gold and 14k white gold with pink tourmaline, black pearl and white pearl (\$675).

Southwestern Hearts. Jewelry designer Don Lucas of Santa Fe crafts Native American-inspired silver heart earrings inlaid with red coral and onyx (\$210). See these and other heart motif pins, bracelets and rings at Mesa Arts, 3250 Franklin in Franklin.



Learning to Love is the name given to Grace Forest's essential beings, a pair of fiber-art doll sculptures who speak to the heart via their expressions and postures (\$350). These dolls share space with Susan Maples' glittering interdependent figures, each needing the other to stand (\$40-\$60) and Tammy Laverty's whimsical heart-shaped velvet and satin pin, splashed with sequins (\$49) at The Back Door Gallery, 37220 Eight Mile in Farmington.

Turn-Of-The-Century Romance abounds at Victorian Lace Elegance, 33335 Grand River in Farmington. Shower your valentine with old-fashioned cards, stickers and notepaper. A 1901 fan greeting is a frangible paper fan embellished with hearts, roses and cherubs. Jewelry cases are lined with 1928 paraffin, replicas of vintage French earrings and pins, delicately crafted in pearls and filigree (\$22-\$35). A member of the Angel Collectors Club, Sandi Burchart fills her shop with guardian angels, cherubs and other valentine ephemera.

Original Heart Art can be found at Neilman Marcus in the Somerset Collection in Troy. The heart art was created exclusively for Neilman's from the collection of Constance Ray. You can see handmade and signed cards, painted bowls and portfolios, all in valentine mode (\$20-\$150).

Hearts & Flowers is the title of a nostalgic lithograph by Dean Young immortalizing the incomparable loving couple, Blondie and Dagwood (\$575) at the Circle Gallery. Sweetheart Godiva Chocolatier gives you its hearts in a keepsake velvet pouch (\$17), a beautifully illustrated valentine tin (\$12.50) or an exclusive peony paper box (\$40) — both shops are in the Somerset Collection.

The Way To A Man's Heart. You know where this is going. Williams-Sonoma displays cheery red and white porcelain dinnerware, heart muffin plaques (\$22), heart waffles (\$50) and large heart tarts (\$10).

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Unique items that tell your Valentine you care.
- Backrack browse for anything festooned with roses.
- Heart-shaped tokens from the jewelry stores.



JOHN ZOLNOSKY/STAFF PHOTOGRAPHY

Looking good: Theresa Oppermann (left) helps Carol Brass make last-minute adjustments to a custom-created bathing suit at Beach Bound Ltd.

When Beach Bound, look good, feel great via custom swimsuit



Frustrated by bathing suits that never fit right? A Birmingham shop lets you design your own and then sews it up. It's a key stop for the smart Beach Bound crowd.

BY SUSAN DEMAGGIO

STAFF WRITER

Sometimes, the walk from the lounge chair to the pool can be a nightmare.

Stress and anxiety can grip even the shapeliest sunbather as they worry about their swimsuit riding up their backside, the bathing suit straps falling off their shoulder or the suit's french cut revealing too thick a thigh.

Carol Brass of Bloomfield Hills is out to fix all that. She maintains that women can and should feel great, poolside. At her shop, Beach Bound Ltd., you can create your own bathing suit, custom fit from a variety of designs, fabrics and patterns.

Brass, with the help of seamstress Theresa Oppermann of Rochester Hills, has been creating custom swimsuits and cover-ups for nine years. Locations in Farmington Hills and Rochester were recently consolidated to a centralized location at Adams Square in Birmingham, south of Maple.

There are a lot of reasons why women can't buy swimsuits off the rack," Brass said. "And I've seen them all. Some people have scarring, others have undergone mastectomies or colestomies. Others are one size on

the top and two sizes different on the bottom.

"Some women are just too modest for the swimsuit designs that are currently available. At Beach Bound, we can help them create a bathing suit that compliments their figure, fits properly and comes in a color that enhances their skin tones."

Many customers also order matching cover-ups, culottes, short and wrap skirts.

The cost for such personalized service is amazingly affordable. After an hourlong fitting, fabric consultation and follow-up fitting, complete with last-minute alterations, shoppers spend \$55 to \$140. The process usually takes a week or less, depending on how busy the shop is.

"We prefer that customers call and make an appointment before coming," Brass said. "This way, we can schedule the necessary time and no one is rushed. Spring and summer are the busiest times. Everyone wants their suit by the Fourth of July. However, right now we're seeing a lot of people who want swimwear for a cruise."

When a customer arrives, Brass, or

See SWIMSUITS, 5A

Designer Sigrid Olsen inspired by nature

BY SUSAN DEMAGGIO

STAFF WRITER

OK. OK. You know it's cruisewear because it's got little nautical flags all over the front and it comes in red, white and blue.

Don't these designers have any imagination?

Sigrid Olsen does.

In 1984, the silk-screen print artist joined forces with a sales representative eager to start a clothing company — and SECRETS was born. (Their first collection of cotton sportswear was called SECRETS, a combination



Sigrid Olsen: Stays close to roots as handweaver.



of Sigrid and her favorite bird, the egret.)

Today the collections are called Sigrid Olsen and Sigrid Olsen Sport, with the motto *Vision/Art/Clothing/Life* and annual sales in the millions. Olsen traveled to Livonia recently to raise money for the Angela Hospice at a fashion show of her latest collection at Jacobson's in the Laurel Park Place Mall.

"I stay close to my roots as a handweaver by relying on nature's fibers such as textured linens, washed cottons and twills, shaping them in colors that run the gamut from ultranatural to vibrant," she said. "My prints are all one-of-a-kind, inspired by my love of nature."

Olsen's primitive-looking prints appear on sweaters, suit lapels, vests, and dresses. She said she is one of few designers who actually design their own prints from scratch.

"All the forms we create as human beings really come from nature in one form or another," she said. "It's always been a big influence on me. I love going to the beach, the sand, the waves . . . The color of sand is really

a million different colors. I take them and interpret them into whatever it is I'm doing."

Olsen found she could create decorative motifs for clothing the way primitive man decorated shields, jars or stools. She creates designs in their pure state, reflecting the art in places like Jakarta, the Ivory Coast, Nepal and Morocco.

"The most common-asked question of me is, 'Aren't you afraid of running out of ideas?' But, I'm so happy that I've found something that can keep up with the number of ideas I have!"

Olsen said the first time she knew her fashions would be exciting was the first time she saw yardage of her fabric printed.

"I learned all the aspects of getting prints onto clothing," she said. "The styles and silhouettes I like best are simple, direct, flattering and comfortable so when you put a garment on, it feels like your best friend."

She compares creating prints to composing music, where the colors are like notes of a melody that come together to give a "thrill."

This season's hottest staple will be knits that turn up in one-of-a-kind patterns on chunky sweaters that ward off spring's cool breezes.

"I like wearing Olsen's designs because they're comfortable and unique," said Laura Wolf of Farmington Hills. She was shopping for a "few fun and funky" evening looks to wear in Jamaica next month.

"I may buy this print vest to wear over a long skirt," she said. "It's really neat and I can pair it with shorts or a blouse."



Decorative design: Festive embroidery livens Sigrid Olsen's white cotton shirt, which ties over multicolor floral pants in rayon.

ADDED ATTRACTIONS

by North Woodward Art Galleries. Free. 12 galleries participating. Refreshments. New exhibits. No reservation necessary. Woodward, north of Maple, Birmingham. 433-3550.

FRIDAY, FEB. 4

WINTER FESTIVAL

Birmingham will sparkle with ice sculptures, refreshments, live entertainment, and, of course, shopping. Free activities for the whole family through Feb. 6. Shain Park, Bates/Merritt, Birmingham. 433-3550.

ALBOM VISITS

Columnist Mitch Albom signs autographs 6-7 p.m. B. Dalton Books. Westland Shopping Center, Wayne/Warren. 425-5001.

SATURDAY, FEB. 5

SPORTS BENEFIT

Members of Detroit Drive Arena Football Team and Detroit Rockers Soccer Team visit for autographs. 10 a.m. to 9 p.m. Center court. On Feb. 2, Detroit Red Wings Keith Primeau and Michal Avastoff visit 2:30-4:30 p.m. A silent auction will be held through the weekend featuring valuable sports items. Area sports card, coin and stamp dealers will offer collectibles for

show and sale. Proceeds benefit Direct Ministry To The Poor, a project of the Sisters of Mercy Regional Community in Detroit. Westland Mall, Plymouth/Middlebelt, Livonia. 246-6046.

SUNDAY, FEB. 6

CLASSICS BRUNCH

Co-sponsored by WQRS, noon to 2 p.m. Rotunda. Brunch catered by Sebastian's Grill. Proceeds benefit Detroit Institute of Arts youth programs and Center for Creative Studies music education programs. Reservations required. Tickets \$20 per person, available at congregate desk. Somerset Collection. Big Beaver/Cookridge, Troy. 643-6360.

STORYBOOK SUNDAY

Children's reading program. Stacey Duford of WNIC-FM radio reads "Catch That Hat." 1 p.m. Center court. Children can pick up forms for book reports that can be redeemed for mall discount tokens. Kids can sign-up for book review club. Customers spending \$50 or more receive a free Storybook Sunday reading mat. Fairlane Town Center, Michigan/Hubbard, Dearborn. 593-1370.

MONDAY, FEB. 7

SENIOR DANCE

11 a.m. to 2 p.m. Lower level community room. Live band. Refreshments. No charge. Newcomers welcome. Westland Center, Wayne/Warren. 425-5001.