

MALLS & MAINSTREETS

MONDAY, FEBRUARY 7, 1994

SHOPPING CENTERED



LINDA BACHRACK

Rosie gift ideas help love bloom

Inspired by the romance of Valentine's Day, I bring you bouquets of roses. Nothing warms a cold winter day quite like a dozen yellow roses by your bedside, a potpourri of rose petals to scent your bath or crisp white sheets strewn with giant red cabbage roses.

Imagine a room filled with a collage of rose patterns. Though its name pays homage to another magnificent flower, the new Birmingham shop, Magnolias at 288 E. Maple, blossoms with an assemblage of all things rose. Petunia and Aster, the resident golden retrievers, greet you at the door this week wearing roses round their necks.

Once inside, tucked among the fine porcelain grouped around the cascading waterfall, you will find the following medley of flowering favorites that will make a room as luxurious as a rose arbor.

Our room setting begins with an antique French armchair in which to languish by the fire. Its graceful curves are accented by clusters of gilded roses (\$3,000). Accent the chair cushion with an assortment of handpainted rose motif pillows (\$85-\$242) or choose just one extraordinary antique pillow crafted of vintage brocades and centered with needlepoint roses.

On the chaise longue, display a picture frame wreathed in dried sweethearts roses (\$48), a Herend porcelain bowl accented with tiny roses and filled with rose potpourri and an elegant rose topiary (\$150).

Your tea table might blossom with Highland Rose plaid napkins used as placemats upon which sit a Royal Copenhagen Flora Danica patterned teapot (\$2,576) and dessert plates rimmed in roses and centered with pastoral English horse scenes (\$48).

Once you've graced your home with the regal rose, consider brightening your wardrobe with pretty petals. I snapped three-year-old Kelly

Dwight of Livonia in a pastel cotton denim all-in-one from Jacobson's at Laurel Park Place Mall. Pink roses bloom on a sky blue background and coordinate with pink and white pin dots across the back. (\$51). Little rosette buttons decorate the outfit that also features Kelly's favorite accessory — a polka-dot cap with a rose-patterned brim (\$15). Kelly's mom, Arlene, disclosed Kelly's Christmas wish. "I want to model and wear a hat," she said. This is her debut!

Ring around the rose

Share your love of the rose garden with your special Valentine by surprising her with these gift ideas. Warm her heart with a jacquard woven rose-patterned throw from The Giving Tree at Tel-Twelve Mall in Southfield. (\$49.95). Show your care with a gold rose ring accented by a single diamond, one of a number of designs from Meyer's Jewelry at Fairlane, Northland, Oakland, Tel-Twelve, Twelve Oaks and Wonderland Malls (\$150).

For a love letter on Tiffany's red and gold engraved "Hearts" notecards from the Somerset Collection, Troy. A lipstick red rose garland shapes the stylized hearts and the envelopes are lined in matching crimson (\$35).

Finally, tuck a bouquet of medium-stemmed roses under your arm and grace a winter-weary corner of your home with a burst of color. Nature Nook Florists feature the shorter stems for \$20 per dozen. No need to snip off that extra six inches. The blossoms are as lush and full as any of the pricier varieties. There are 10 Nature Nook locations in area malls and Hudson stores.

Linda Bachrack is a Birmingham resident. You can leave her column ideas at 953-2047, mailbox 1889 or fax them to her at 644-1314.

LOOKING AHEAD

- A mall love story that will melt your heart.
- Farmington welcomes a new boutique.
- Bachrack shops for unique travel items.

Darakjian's jewels sparkle in new store



BY SUSAN DEMAGGIO

Valentine's Day is a good excuse to add to your collection of gold, diamond and crystal. No collections to speak of? You may want to start one or two after browsing around the John Darakjian family's new store, Darakjian Jewelers.

In November, with wife Bergie and sons Arman and Ara working alongside, Darakjian combined the inventories and operations of his stores in the Franklin Center and the Advance Building at a new location on Northwestern Highway, between Franklin and Inkster roads. This Southfield store puts the entire operation under one very chic, contemporary roof, complete with wetbar, private "closing" rooms and customer lounge.

Armen manages the store and points with pride to the collection of fine watches, clocks, jewelry and crystal for sale to the shopper of discriminating taste. Among the lines carried are names like Bertolucci, Baccarat, Movado, Limoges, Swarovsky, Mont Blanc, Waterman, Jose Hess, Chris Correl and Audemars Piguet. They are the exclusive Michigan dealers of the Hour Lavigne museum-quality clocks.

"If we don't have a piece on the selling floor that a customer wants, we will get it," Armen states matter-of-factly. "Our service is second to none."

By grouping merchandise in showcases according to designer, Darakjian is able to create a series of

See DARAKJIAN, 7A



Darakjian Dynasty: John Darakjian (left) of Bloomfield Hills and his wife Bergie pose with sons Ara of Southfield and Arman of Birmingham (right) in their new fine jewelry showroom, marking 30 years in business in Michigan.

Valentine shoppers get weekend perks

BY SUSAN DEMAGGIO

Retailers will treat Valentine shoppers to everything from gift wrapping to serenades this week in an attempt to say "We Love You" and thank you for shopping here.

Jacobson's at Great Oaks Mall in Livonia invites you to a complimentary St. Valentine's Day concert by the Academy of Vocal Arts Singers at 2 p.m. Saturday, Feb. 12, in Center Court. After you've selected a gift for your Valentine, a \$2 donation to the Rochester Neighborhood House will see your gift specially wrapped. And if your gifts total \$50 or more, you get a free chocolate rose.

At Fairlane Town Center in Dearborn, shoppers can have their Valentine's lingerie, truffles and watches wrapped free daily at Gala Hallmark, as long as the receipt shows the gift was purchased at a mall store.

Meadowbrook Village Mall merchants in Rochester Hills will set up a free gift-wrapping station Feb. 10-14 in Center Court. The merchants made a donation to the Rainbow Connection to have staff wrap shopper's gifts. Hours are noon to 8 p.m.

Westland Shopping Center is sponsoring a love letter contest Feb. 7-14. Entries can be dropped off at the Heart Express mailbox located at the Customer Service in East Court. Three winners will be selected and presented with a shopping spree. Also, shoppers with receipts totaling \$50 or more at the Customer Service Booth receive a gift-boxed stationery

set to express words of love all year.

Oakland Mall in Troy will give shoppers a gold box filled with chocolates if they buy an item worth \$100 or more from center stores. Just present the receipt at the lower-level information booth. Shoppers can also register for the Valentine's gifts of their choice from a new Gift Registry Counter in Center Court.

Livonia Mall presents local legend Rennie Kaufmann singing "Songs of Love" 5:30-8:30 p.m. Tuesday, Feb. 14, on stage near Crowley's. Kaufmann's concert is complimentary, a gift from the mall's merchants association.

These gifts with heart say, 'I Love You'

BY SUSAN DEMAGGIO

You know that love's the only goal. It can bring a bit of peace to any soul. — A. Fraser, "Every Kinda People"

St. Valentine's Day is next Monday and there are plenty of ways to bring a bit of peace to the special souls in your life.

The mall and mainstream shops have thousands of tokens of affection for your mom and dad, your children, classmates, co-workers, and, of

course, your favorite Valentine — all you add is the kiss.

First stop, the bookstores. Elaine Lepak of Coopersmith's at Laurel Park Place Mall in Livonia recommends several love-angled titles. There's "The Dating Handbook," or "2000 Things To Do On A Date," for \$4.95 or "Love: A Celebration in Art and Literature," \$45. The latter explores the topic of love through a collection of pieces by Neil Simon, William Shakespeare, Cole Porter, Mark Twain, Picasso and Rubens, to name a few contributors.

Lepak suggests a good old-fashioned romance novel to fuel the flames like "Knights of Fire" by Shannon Drake, "Velvet Angel" by Jude Deveraux or "Seduced" by Virginia Henley.

There are also how-to's for the nature, like "1001 More Ways to be Romantic" by Gregory Godek, "Fragrance and Aphrodisiacs for Lovers" by Maggie Tisserand and "Love Quotations" by Bartlett's.

For the young Valentine, how about a copy of "Hugs" by Alice McLerran, "My Book of Funny Valentines" by

Margo Lundell or "Somebody Loves You, Mr. Hatch" by Eileen Spinelli.

Also at Laurel Park Place, Theresa Jaramillo of Wentworth Gallery suggests a romantic piece of art for one's lover. "What could mean romance more than a framed, offset lithograph of lovers in a gondola in Venice, Italy?" she wondered.

At Meadowbrook Village Mall in Rochester Hills, Soft Impressions Portrait Studio suggests a glamour session where you can create a high-

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ADDED ATTRACTIONS

WEDNESDAY, FEB. 9

WONDER WALKERS

Monthly meeting of mall's walkers. 9 a.m. Food court. Co-sponsored by St. Mary's Hospital. Guest speaker Sheri Fletcher discusses volunteer opportunities at the hospital, "Catch The Spirit." Wonderland Mall, Plymouth/Middlebelt. Livonia. 1-313-522-4100.

THURSDAY, FEB. 10

BRIDAL SHOW

Jacobson's evening of fashion and beauty for brides-to-be. 7 p.m. Gift registry coordinator Orestia Pierce explains the store's bridal services, bridal gowns and bridesmaid dresses will be modeled. Bonnie Burk of Esteé Lauder demonstrates cosmetic tips for the big day. Reservations requested. Laurel Park Place, Six Mile/Newburgh. Livonia. 1-313-591-7696, ext. 233.

FRIDAY, FEB. 11

VALENTINE FASHIONS

Noon to 2 p.m. Informal modeling of clothing from Jos. A. Banks and Winkelman's at D. Dennison's and Garden Court restaurants. Laurel Park Place, Six Mile/Newburgh. Livonia. 1-313-462-1100.

SATURDAY, FEB. 12

PRESSURE SCREENING

11 a.m. to 2 p.m. Montgomery Ward area. Free blood pressure tests by American Heart Association. Repeated Feb. 14, 8-11 a.m. near Information Booth, courtesy of St. Mary's Hospital. Also, penalties wanted for mall benefit to raise money for handicapped-accessible play structure at Beverly Park in Livonia. Pennies From Heaven today only. Wonderland Mall, Plymouth/Middlebelt. Livonia. 1-313-522-4100.

SNOOPY VISITS

Pose with Snoopy and pick up a free gift. 11 a.m. to

noon and 1-2 p.m. Stage near Crowley's. Parents bring their own cameras. Livonia Mall, Seven Mile/Middlebelt. 1-810-476-1166.

SUNDAY, FEB. 13

HEART THROB

Soap star Bryan Dattilo, "Lucas" on "Days of Our Lives" visits 1-4 p.m. Center Court. Dattilo will sign autographs and meet fans. Wonderland Mall, Plymouth/Middlebelt. Livonia. 1-313-522-4100.

JAZZ CONCERT

Pianist Bess Bonnier performs while fashions in red are informally modeled from mall's shops 1-2:30 p.m. Parkside court area. First 100 guests receive a complimentary chocolate rose. Laurel Park Place, Six Mile/Newburgh. Livonia. 1-313-462-1100.

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 concierge desk. Somerset Collection, Big Beaver/Coolidge. Troy. 1-810-643-6360.

STORYBOOK SUNDAY

Children's reading program. Jim Harper of WNIC radio reads "Sam's Surprise." 1 p.m. Center Court. Children may pick up forms for book reports to redeem for mall discount tokens and enjoy 99-cent kids meals at mall restaurants. Customers spending \$50 or more receive a free Storybook Sunday Reading Mat. Fairlane Town Center, Michigan/Hubbard. Dearborn. 1-313-593-1370.

MONDAY, FEB. 14

LOVE BONDS

Local entertainer Rennie Kaufmann sings "Songs of Love." 5:30-8:30 p.m. On stage near Crowley's. Free to shoppers and lovers. Livonia Mall, Seven Mile/Middlebelt. 1-810-476-1166.