

MALLS & MAINSTREETS

Darakjian from page 6A

mini boutiques revealing the complete line of a designer's collections. It is also a wise way to uncompliment matters for busy clients of the '90s.

Darakjian Jewelers created a "Karant Club" to offer loyal customers special advantages like bonus gifts, discounts and benefits to their favorite charities. Members earn "karats" for purchases, donations and customer referrals that can be accumulated and redeemed for discounts.

Special showcase lighting reveals the true look of colored gems in "natural light" so customers don't have to run to sunlit windows with jewelry items they may want to purchase. Gold pieces are grouped according to their weight in karats.

Chances, donations and customer referrals that can be accumulated and redeemed for discounts.

"Valentine shoppers should fancy anything red or heart-shaped," Armen advised. "Charm bracelets are back. We have over 300 charms to choose from. Limited-edition collector's pens make a great gift for a gentleman, a colored stone ring for a woman."

Armen brought out a collection of watch boxes that would make a

great gift for a man who has several fine watches to protect. The boxes are lined with velvet or hand-woven silk and covered in leather or highly polished wood from \$280 to \$2,100.

Armen said men and women who "wish to make a statement" are putting apple green or powder blue leather straps on gold watches.

"Color is hot in everything these days," he assured. "Baccarat crystal comes in color now, watch bands and faces from the finest clock makers now come in different colors, crystal stemware and vases come in color. People want choices and the ability to express their individuality."

This year, Darakjian is celebrating 30 years in Michigan's jewelry business. The first store was opened in 1964 in Detroit after Darakjian's success as a jeweler in his native Syrian homeland.

Karen Gold, a Darakjian business associate said more than 700 people jammed opening night festivities in the new showroom.

"It was quite a night," she recalled. "The family has made so many loyal fans over the years."

In addition to selling fine jewelry and gift items, Darakjian's is an on-site full-service shop where repairs are made, jewelry is

cleaned and designs are created by a staff of 14. Custom printing and engraving is also a customer service. Appraisals are given. Corporate gifts are available.

Diamond engagement rings are the store's largest selling item. Watches account for 30 percent of Darakjian's sales. Name-brand and custom jewelry make up 65 percent of sales. The final 5 percent comes from the sale of money clips, pens, clocks and crystal pieces.

A toll-free service line provides nationwide access to the store, 1-800-228-7140. Darakjian Jewelers is open Monday through Saturday.

Valentine from page 6A

fashion, very beguiling photo of yourself for your sweetheart, specially priced at \$9.95 for St. Valentine's Day. Soft Impressions also has studios in downtown Farmington and the Livonia Mall.

Carolyn Krieger-Cohen, a fan of The Print Gallery on Northwest 11th, in Southfield said, "Ah, I'm sorry," and then compiled this list of heartfelt tokens from the gallery: Robert Doisneau's portfolio of six black and white, ready for framing photographs of couples in love, \$12.95, Roy Lichtenstein fine art posters of couples in relationships with clever captions that capture their emotions, \$20 and up, and James Rizzi's heart-shaped tins \$25.

The Print Gallery also suggests chocolate Home Improvement hammers, saws and wrenches for him and candy necklaces, corages and long-stemmed lollipops for her at \$10.50 to \$35.50.

Hudson's is selling Baccarat crystal puffed heart paperweights for \$115 in red, blue, turquoise,

yellow, amethyst, amber or light green. Joseph Schmidt's Chocolate Pandas are \$5 and \$24 also at Hudson's. Spokeswoman Chris Morrice said lingerie from a red lace teddy to an elegant white robe with pearls and sequins, or some red-hot silk boxer shorts, always makes a very personal gift around Feb. 14.

The Bath and Body Elements shops say "Rub The One You're With" and suggest gifts of body fragrance, bath bubbles and lotions for sweethearts. At Victoria's Secrets, a bottle of "Rapture" spray cologne (\$35) comes with a seven-ounce bottle of complimentary body lotion for St. Valentine's Day.

At Record Town, a few "romantic" CDs usually \$16.99 are specially priced for lovers at \$13.99 this week. Joyce Giangrande at the Westland store predicted the soundtrack from "Sleepless in Seattle" will be a bestseller with classics like Jimmy Durante singing "As Time Goes By" and "Make Someone Happy," and

Nat King Cole singing "Star-dust."

"Lovers will also want a copy of 'Monterey Nights' by John Tesh and Neil Diamond's 'Up On The Roof' she said. "Of course, Sinatra and Michael Bolton are good choices for love songs, too."

At Twelve Oaks in Novi, the merchants suggest you "Mug Your Valentine," filling coffee and tea mugs with unique tokens of affection from the stores of your choice.

Ann Kuffler of the Ariana Gallery in downtown Birmingham insists that special relationships require special valentines and so one-of-a-kind paintings, ceramics, and scatter pins are available at her East Maple shop.

"You can't go wrong with jewelry," designer Frank Yanke of Yanke Designs in Franklin Village said. "The Eurowire earring clip is a good choice because a guy can get his gal a hand-made 14-karat gold base earring and add the appropriate charms to it at every holiday."

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COLOR US HAPPY FOR YOU!

The 25 children listed below were winners of the Observer & Eccentric/Sesame Street Live! Coloring Contest. Each of these children received four tickets to Sesame Street Live! at the Fox Theatre. Hope you enjoyed the show!

Rebecca Mansfield—Age 6 Farmington Hills	Thomas Nichol—Age 7 Garden City	Alex Popovich—Age 6 1/2 Royal Oak
Neal Duggan—Age 4 1/2 Troy	Liza Friedman—Age 3 1/2 Southfield	Theresa Hintz—Age 7 Westland
Gina Greer—Age 4 West Bloomfield	Christopher Cullen—Age 3 Farmington	Ashley Puzio—Age 7 Walled Lake
Jessica Theissen—Age 5 Livonia	Jonathan Wierstella—Age 5 Garden City	Terra Fox—Age 4 Rochester Hills
Tatiana Camahan—Age 6 Garden City	Zachary Petrak—Age 6 Farmington Hills	Lauren Simonian—Age 3 West Bloomfield
Mary S. Pritchard—Age 5 Garden City	Erica Elaine Scala—Age 5 Keego Harbor	Amanda Banks—Age 5 Southfield
Tommy Cameron—Age 4 1/2 Westland	Karl Hay—Age 4 1/2 West Bloomfield	Elizabeth Hohner—Age 4 Rochester Hills
Lauren Michaels—Age 6 Livonia		
Ashley Smith—Age 7 Garden City		
Matthew Chamley—Age 3 Livonia		
Jasmine Raquel Williams—Age 4 Lathrup Village		



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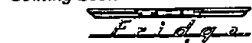
Cross-country skiing is a fun, exciting and healthful way to enjoy the outdoors this winter. Learn to cross-country ski at the Observer & Eccentric Ski Schools listed below. Because there is limited space available, pre-registration is required. For more registration information, call Monday through Friday at least one week in advance of the season.

Note—Individual dates and times may change in each community. Clinics begin in January (weather permitting). Non-resident fee or local parks and recreation policy in effect.

ADDISON OAKS COUNTRY PARK
c/o Oakland County Parks & Recreation
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693-2432

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