

MALLS & MAINSTREETS

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SHOPPING CENTERED



LINDA BACHRACK

Marking time with real style

It's about time I devoted a column to that which passes all too quickly. Yes, time flies and if you measure time by the face of your Seiko or Timex, you may be a bit out of synch with the newest trends in timepieces. The Swiss are once again the premier watchmakers of the world and to discover the companies that are household names to Europeans and estate collectors, you need only a brief visit with Dion Zaniewski, master horologist.

Zaniewski pursues the science of time measurement at his shop, Dion's World of Watches, in the Crosswinds Mall, 4301 Orchard Lake, West Bloomfield.

What's the newest trend in watches? Believe it or not, quartz is out and mechanical (you wind it) is in. "There's a certain tradition, nostalgia in mechanical watches," says Zaniewski. "You can hear it ticking, can see it working."

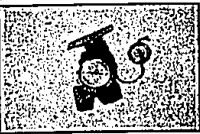
Zaniewski wears a Kriger mechanical chronograph (\$3,000). It has what he calls a PhD, or certificate of accuracy, that attests to the superior quality of the instrument. It is also engraved with a serial number that identifies it as yours alone. Only the best Swiss companies offer this certification. They include Rolex, Chopard and Chronoswiss.

In praise of the mechanical watch, Heidi Kamber of Bloomfield Village has worn her distinctive manual-wind Cartier for the past 15 years. It still keeps perfect time, but she also secretly loves her daughter's bright-faced Swatch.

Tres chic

The most expensive watch that Zaniewski has sold in his shop was a handmade limited-edition Swiss Chopard (\$35,000). The company made only 50 and four came to the United States. "The watch took over a year to produce and encased 650 hand-crafted parts."

The Chopard collection includes an 18 karat rose gold skeleton-back beauty (\$4,500) and a lady's gold watch face surrounded by floating diamonds (\$16,750). The hottest new watches to hit the U.S. this year are the Hermes creations. The Medor is a covered fashion watch distinguished by its raised gold pyramids (\$1,100).



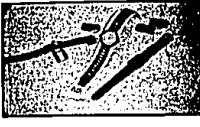
This Hermes signature began as a dog collar, evolved into a belt design and can now adorn your wrist.

The Kelly watch by Hermes is a replica of the famous Grace Kelly handbag with the characteristic padlock attached (\$850-\$900).

Sports watches

Sports watches are another skyrocketing market and the European leader is Sector. They sponsor No Limits athletes, those extremists who endeavor the world's most challenging feats. These rugged timepieces are Swiss made of Italian design and, according to Zaniewski, are the best value for your dollar (\$198-\$1,695).

Another one-of-a-kind watch design is that of Alain Silberstein, architect turned watchmaker. The industry loves his signature squiggle second hand and triangle-shaped hour hand. His limited-edition professional diver's watch (\$6,500) is available at Dion's, one of only 100 in the U.S. Finally, my favorite, the vintage-look Chronoswiss rimmed in etched silver with hand-cut steel hands and a leather band. It has a classic turn-of-the-century dial (\$4,950). But Americans still love Rolex, the best mass-produced watch on the market.



Leon Landsberg and his wife of Farmington Hills, both own Rolexes and trust them to no one but Dion. "Dion's the greatest. He's honest and saves you money," gushed Landsberg.

When it's time to replace that Rolex, look to Chopard, Breguet, Vacheron Constantin, Piguet, the most respected names in Europe and the pride of Switzerland, the Land of Time.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Troy teens model Hudson's prom fashions at mall show.
- Bachrack shops for "artful" scarves.
- Added Attractions lists the latest shopping events.

Jake's bridal show glitters at the Fox



BY SUSAN DeMAGGIO
STAFF WRITER

Planning a wedding is both joy and jitter, so Jacobson's Bridal Fair, "The Making of A Great Wedding" at the Fox Theatre Tuesday night, sounded like a good idea to hundreds of metro-Detroit brides. The place was packed.

"I came to Jacobson's bridal show because I saw the ad on television, and I wanted to see Jacobson's selection of bridal gowns and get some ideas for my wedding," said Agnes Burke of Canton. Indicating her fiancé, she added "He's here because I made him come."

Her fiancé, Larry Niemi of Redford, laughed and added, "That's true, but we're both getting ideas for our August wedding."

The couple made their way through a thick crowd of brides-to-be, mothers, fiancés and bridesmaids toward tables set with china, crystal, silver and flowers — all very glamorous and elegant under the light from flickering candles and sparkling chandeliers in the tri-level lobbies of the Fox Theatre.

Musicians played wedding tunes, vocalists sang selections from love songs, photographers displayed unusual wedding shots, and there were florists and bakeries to consult with.

Caterers served meatballs, chicken wings, fruit, cheese and vegetable dips. Drinks were available, and representatives from several homecare companies were on hand to discuss their products.

By all appearances, Jacobson's first bridal show — "The Making of a Great Wedding" — was a big success.

TV premiere

But the event goes beyond Feb. 22's festivities. Fox 50 television will turn it into a one-hour bridal special set for broadcast at 7 p.m. Saturday, March 19.

"In the past the print media — magazines and newspapers — have done the job of informing brides about trends, new products, bridal party and honeymoon fashions," said Debbie Carnage, of TV 50.

"This broadcast will use television as the medium to convey product information and fashion in a way that's both entertaining and informative. People at Waterford and Eastee Laundry are very excited about bringing the retail industry into television."

Interpersed with live footage from the Fox Theatre fashion show will be segments about china patterns and cappuccino machines available at Jacobson's. There will also be opportunities for viewers to call in and win door prizes, just like the members of the audience did at the live bridal show.

The show will be produced by Toby Cunningham, who has worked Jacobson's on the event.

"Jacobson's is going after the younger customer, the 25-49-year-olds," said Carnage. "These people are very influenced by television."

Janice Hayes, spokeswoman for Jacobson's, said the company decided to host a first-class bridal fair this year to coincide with Jacobson's February debut of a computerized bridal and gift registry and the assignment of a gift registry coordinator at each

See JACOBSON'S, 6A



STAFF PHOTO BY JERRY ZOLYNSKY

Show stoppers: Food stylist Kevin Paulina talks cake with bridesmaid Laura Krause of Farmington Hills (center) and bride-to-be Michelle Puente of Rochester Hills. Below, one of the grand finale gowns from Jacobson's bridal show.



Bridal consultants can make a difference

BY SUSAN DeMAGGIO
STAFF WRITER

According to the Association of Bridal Consultants based in New Conn., a recent survey by Brides Magazine revealed that 87 percent of American brides knew about the services of professional bridal consultants, but only 7 percent used them.

Gerard Monaghan, president of the ABC, expects the figure will grow because brides and their mothers, the traditional wedding planners, now work outside the home and don't have the time it takes to listen to 16 bands, visit several florists to compare prices,

or consult with dozens of bakeries about cake designs and delivery dates.

Doris Carter of Livonia recently became a professional bridal consultant after years of working at the Golden Rings Wedding Chapel in Plymouth. She said brides should consider working with a bridal consultant for three reasons — a bridal pro can save a family time, money and aggravation. "We do all the legwork after learning the bride's preferences and budget," Carter said. "We run around so she doesn't have to."

"Next, we can get discounts on flowers, bands, photographers, etc. be-

cause we bring these vendors repeat business."

"Finally, we know the vendors. We've done the research on their qualifications and dependability."

Carter said a bridal consultant will coordinate the entire wedding for a couple and arrive early the day of the wedding to make sure everyone does what he's supposed to do when he's supposed to do it. The bride and her family stay free of worry and responsibility to enjoy the day and their guests.

Her price? Ten to 15 percent of the total cost of the wedding. Carter refused to discuss the "average cost of

a wedding," pointing out that it all depends on the size, the tastes of the bride, and the kind of reception planned. "Some cost \$2,000, others can go as high as \$100,000," she said.

"It's important the bride have the kind of wedding she wants for the money she has to spend," Carter said. "I respect the girl who knows what she wants before she comes to see me. She's looked at a few bridal books, read a few articles on etiquette. Knows her flowers. Last year, one girl I worked with had her bridesmaids attired in the sharpest black suits

See BRIDAL PROS, 6A

ADDED ATTRACTIONS

4. Contributions can be made by calling 1-800-543-JAIL.

WEDNESDAY, MARCH 2

KIDS CONCERT

Parachute Express performs 6:30 p.m. Performing Arts Court, Free. No reservations required. Part of the mall's first Wednesdays, Family Night Concert Series. Parachute Express performers will sign autographs after the performance. The trio originated eight years ago to create music for Gyrobooks. Since then it has produced six Disney-label albums and two videos. Mall restaurants feature 99-cent kids meals, and many stores have merchandise discounts. 4-9 p.m. Lakeside, M-59/Schoenherr, Sterling Heights. (810) 247-1744.

HEALTH-O-RAMA

Health tests and free health information at booths throughout the mall through March 4. Livonia Mall, Seven Mile/Middlebelt. (313) 476-1166.

THURSDAY, MARCH 3

PLANT SEMINAR

The Four Star Garden Center will reveal unusual plants from around the world that will grow in Michigan. 6:30 p.m. Rotunda. No charge. Reservations not required. The Somerset Collection, Big Beaver/Coolidge, Troy. (810) 643-6360.

CRAFT SHOW

Annual spring arts and crafts boutiques throughout the mall through March 6. 50 juried exhibitors demonstrate crafts including stitching, woodworking, quilting and pottery. Summit Place, Elizabeth Lake/Telegraph, Waterford. (810) 682-0123.

FRIDAY, MARCH 4

ARTISTIC SCIENCE

Scientist Howard Garrett exhibits his photographs of vitamins, amino acids, pesticides, caffeine and other acid crystal patterns witnessed in nature at Objects of Art, through March 12. Meet Garrett on March 12

from 1-5 p.m. Sugar Run, Orchard Lake/Maple, West Bloomfield. (810) 539-3332.

SATURDAY, MARCH 5

GARDEN LECTURES

Bengal Stone Co. discusses decorative stone pavers — how, when and where to use them. 11 a.m. Rotunda. Greener Interiors discusses Healthy Houseplants: What to grow where. 1 p.m. Rotunda. Carol Czechowski discusses how to grow fresh herbs all year long. 3 p.m. Rotunda. Reservations not required. No charge. The Somerset Collection, Big Beaver/Coolidge, Troy. (810) 643-6360.

SUNDAY, MARCH 6

CLASSICS BRUNCH

Co-sponsored by WQIS-FM, 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. The Somerset Collection, Big Beaver/Coolidge, Troy. (810) 643-6360.

STORYBOOK SUNDAY

Children's reading program. Gene Maxwell of WNIC-FM reads "Angela's Birthday Surprise." 1 p.m. Center Court. Children may pick-up forms for book reports to redeem for mall discount tokens and eat 99-cent kids meals at mall restaurants. Customers spending \$50 or more receive a free Storybook Sunday Reading Kit. Fairlane Town Center, Michigan/Hubbard, Dearborn. (313) 593-1370.

MONDAY, MARCH 7

SENIOR DANCE

11 a.m. to 2 p.m. Live band, refreshments, newcomers welcome. Lower Level community room. No charge. Westland Center, Wayne/Warren. (313) 425-5001.

LANDSCAPE DESIGN

Ken Wiebel discusses designing your own landscape architecture and when to use a professional. 6:30 p.m. Rotunda. Reservations not required. No charge. The Somerset Collection, Big Beaver/Coolidge, Troy. (810) 643-6360.