

MALLS & MAINSTREETS

Jacobson's from page 4A

Jacobson's store. (Ann Messay has the title in the downtown Birmingham store; Melissa Cham-

pine is registry coordinator at the Rochester store; at Great Oaks Mall, and Orestia Pierce heads the

department at the Livonia store at Laurel Park Place.) Mark Rosenfeld, CEO of Jacob-

son Stores Inc., told the audience in opening remarks before the fashion show that Jacobson's is "one-stop shopping" for all bridal needs, from wedding invitations through honeymoon attire, a marketing strategy he revealed to Observer & Eccentric readers in November in a Malls & Mainstreets story about the company's 125th anniversary.

Rosenfeld said the company will work hard to expand their bridal business in every department, from stationery to bridal attire to home furnishings.

Celina Hernandez and Tony Crites of Berkley plan to be married in July. They came to the Jacobson's bridal fair "to make some decisions about our wedding plans."

Did the event help? "Oh yes,"

Tony answered. "We saw some things we like and some things we wouldn't want. It's all becoming a little clearer."

Karen Kleinfelt, a member of Hudson's public relations staff and also a bride-to-be, was spotted in the crowd. "Just checking out the competition," she laughed. "I'm registered at Hudson's."

She compared Jacobson's Bridal Fair to the one Hudson's has been hosting for years each January at the Southfield Pavilion. "They did a good job, but it's just too crowded at all the bridal booths. They needed more room."

The bridal fashion show was expanded to include special-occasion attire for before-the-wedding parties and honeymoon resort

wear for after the wedding vacations. The 90-minute show featured bridal party ensembles categorized by color and type of wedding. The set changed several times, adding a theatrical touch to the presentation. A guest performance by flutist Alexander Zonjic mid-show was a wonderful surprise.

Emcee Linda Carter was delightful in her duties, despite difficulties with a TelePrompTer that was hard to read. She made a brief plea for participation in Detroit's Race for the Cure, Saturday, April 9, at the Detroit Zoo. She reminded the audience a portion of the ticket price would be donated to the Susan G. Komen Foundation for breast cancer research and education. She asked that additional donations be made to the Michigan Cancer Foundation at 1-313-833-0710.

Bridal pros from page 4A

they could find.

"The only requirement was that they be knee-length. It really worked. The bride wore a white, floor-length gown and the party looked stunning — and saved themselves a fortune."

Carter works from her home in Livonia and welcomes inquiries at (313) 427-2122.

Marcia Masserman of Southfield has been coordinating weddings for 28 years. She said, "I've seen everything. I can work with anything," adding that she best serves her clients by directing

their bridal budgets to "bring them the best for their money."

Masserman charges \$35 for an initial consultation and refunds the fee if she is hired. Her fee then becomes \$3 per guest in attendance.

"I do everything for the couple except help them with wedding attire. I even address and mail their invitations. They get to show up on their big day and enjoy the festivities," she said.

In this age of second marriages, third marriages, mixed-religion marriages and mixed racial mar-

riages, a bridal consultant must be flexible, yet know what etiquette is required, she said. So she extends this service to her clients.

"I can be as sophisticated as the next person, but there is still wedding protocol and courtesy that extends through all ethnic backgrounds," she said.

Masserman said common sense is usually the rule. Her forte is being creative as well as organized. She knows who to call to get things done right.

RETAIL DETAILS

Retail Details features the latest openings, closings, new merchandise lines, personnel changes and other news around the Malls and Mainstreets community. Mail submissions to: Retail Details, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia, 48150. Or fax them to: (313) 591-7279.

GOLF SHOP RELOCATES

The Forward Tee Michigan's first woman's golf apparel store, has left Meadowbrook Village Mall for new quarters at the corner of Main Street and Third in downtown Rochester.

Owner Barb Thorpe offers customers a wide range of casual

wear from top sportswear designers like Escarpotif, Hanasport, Jean Bell and David Smith. The clothing and accessories are nationally advertised but hard to find outside exclusive, private country clubs. For more information call (810) 375-57EE.

NEW COFFEE SHOP

Lonestar Coffee Co. has opened next door to the Birmingham Theatre at 207 S. Woodward. Brothers and owners Jay and Ryan Rossetti offer fresh-squeezed orange juice, fat-free muffins and danishes for breakfast and four different deli roll-up sandwiches at lunch. Fresh-roasted coffees are the specialty of the house.

They plan to host live, jazz concerts on weekends in their book-lined cafe featuring 3,000 book titles and newspapers from around the country. Lonestar Coffee Co. will be open 365 days a year from 6:30 a.m. to midnight on weekdays and 6:30 a.m. to 3 a.m. on weekends.

STREET SMART CLOTHES

Carole Little introduces a new line of street smart chic fashions called Street Wear at Hudson's in the Women's Sportswear Department. The line will be modeled informally from noon to 4 p.m. on March 5 at Oakland, Twelve Oaks and Briarwood stores.

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