

# MALLS & MAINSTREETS

MONDAY, MARCH 7, 1994

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## SHOPPING CENTERED



LINDA BACHRACK

## Find art on silk and chiffon walls

**T**he trees are not yet leafy, nor are the daffodils peeking through the snow, yet a change is in the air. The March winds blow, refreshing our spirits as they signal the coming of spring.

There is a cold, crisp edge to the breeze, however, and its briskness invites us to cover our heads, not with the thick wool of winter, but with an elegant silk scarf.

### Cause marketing

Tiffany & Co., in the Somerset Collection in Troy, captures springtime's sense of renewed hope with a limited-edition scarf and fragrance set that inaugurates a new program entitled "A Decade of Promise to The Twenty-First Century." This program, launched in concert with the Susan G. Komen Breast Cancer Foundation, is dedicated to advancing breast cancer awareness in the United States. Tiffany's is one of the national sponsors of "Race for the Cure," scheduled for Saturday, April 9, at The Detroit Zoo.

The artfully designed gift set pairs a 3.4-ounce Tiffany eau de parfum spray with a symbolic silk scarf featuring pink ribbons and pink suns on a pink-and-gray background (\$100). The design embodies the spirit of hope and optimism as a new decade dawns. A portion of the proceeds from the sale of this gift set will benefit the foundation.

If you collect scarves or frame them as art, you must discover Kitty Green's creations. An award-winning graphic artist and illustrator, Green meshes these artistic disciplines in her new venture — painting on silk.

Taking a cue from nature, each of her original design scarves reflect her love for the forms and colors of the landscape that surrounds her. The vibrant floral and organic "canvases" are painted with fiber-reactive dyes to become permanent works of art. "They're a design that just happen to be wearable scarves," says Green.

### Scarf smarts

Though they are decorative enough to dress a table or drape on the back of a chair, Green prefers them worn inventively as accessories tied in non-scarf ways. She offers her tying expertise to all who are interested. Kitty Green scarves are available by calling Green at her Royal Oak studio, 398-1942.

So you can't afford a Picasso or Matisse or Gauguin. Why not frame one of their masterpieces silk-screened on a cotton or silk scarf? The Print Gallery, 29203 Northwestern Highway in Southfield, floats the scarves in shadow-box frames.

My favorite is Van Gogh's "Irises" (\$178). The artful border substitutes as matting for the "painting." Wear Lautree across your shoulders or tie Monet's "Lilies" around your waist. The cotton scarves are \$25, silks are \$49.

For the male art lover, the Print Gallery also displays art ties, including Markus Pierson's "Romantic Encounters" (\$35) and DaVinci designs. Other dealers in the art include Hudson's and Jacobson's department stores where famous and not-so-famous images come down from museum walls, leaving their frames behind.

Morvey's and Penney's have ties with cartoon characters that evoke a smile or two in even the most serious of board rooms.

Linda Bachrack is a Birmingham resident. You can leave her column ideas at 1-810-953-2047, mailbox 1889 or fax them to her at 1-810-644-1314.

## LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Mary Metalin talks politics and spring fashion.
- Bachrack shops for St. Patrick's Day.
- Added Attractions lists the latest shopping events.

## Troy teens model in mall prom show



Sixty-two Troy Athens High School students competed for the chance to model prom fashions from Hudson's at Saturday's Oakland Mall show. The school's choir room became their runway, and instantly several models were born.

BY SUSAN DEMAGGIO  
STAFF WRITER

Hudson's took a chance recently and tacked up a few fliers at Troy Athens High School to see if there would be any students interested in modeling in a prom fashion show.

"Wow," said Karen Collier, director of the show and member of Hudson's special events staff. "We were delighted to get 73 names."

Troy Athens was chosen because its band won the Thanksgiving Day Parade band competition sponsored by Hudson's, she said, and as an added bonus, the school was selected to be in the first-ever student prom show.

If the prom show is a success, Hudson's will offer the modeling opportunity to different high school students next year.

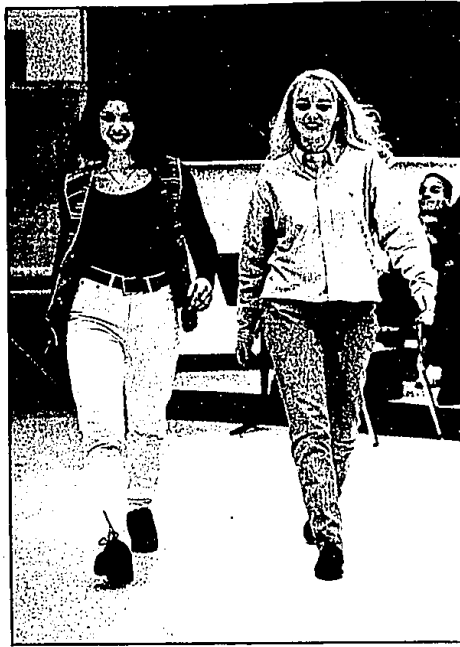
"This is not a beauty contest," Collier told the 62 students who eventually answered the "cattle call" on Feb. 22 in the school's choir room. "We are merely looking for teens who will best represent our customer to our customer. We will be looking at the way you walk and smile. Confidence is important."

"I took a modeling class at Sears," one student told Collier. "Will this be similar to that?"

See PROM, 5A



The judges: Ronnie Blaszczyk and Karen Collier of Hudson's discuss the winning walks after students auditioned for the prom fashion show.



Sassy struts: Troy Athens high school freshmen Diana Trinks, 14, (left) and Wendy Black, 14, try out for Hudson's Prom Fashion Show in the school's choir room.

## Burberry's trunk show suits hard-to-fit

BY SUSAN DEMAGGIO  
STAFF WRITER

Portly gentlemen and those who need the longer lengths will get special attention during Burberry's semi-annual trunk show March 10-14.

"It's their chance to customize our standard product at no extra charge," said Cynthia Feemster of Burberry's at the Somerset Collection in Troy. "We will have four tables filled with hundreds of fabric swatches from which customers can select suits, slacks and blazers in different patterns and solids in silk, linen and wool. For the customer who likes to purchase two pair of pants with every

coat, this is the time to order."

Burberry's has offered the trunk service for the past four years each spring and fall, Feemster said. The company's buyer-representative, Paul Goring, attends to ensure that Burberry's customers get the custom-tailored looks they are after.

There is no official "trunk" with the trunk show, just hinders of the season's color and fabric samples spread out for customers to feel and peruse. At the trunk show, shoppers can see the complete set of samples available to Burberry's tailors.

Sales consultant Alan Rosen said the suits are priced between \$595 and

\$795. All are made of 100-percent natural fabrics no blends. Since all Burberry's suit pants come with pleated slacks, the trunk show takes special orders for plain front pants.

Burberry's suits are made under license agreement by J. Schoeneman of Fifth Avenue in New York. Suits can be special ordered within a few days if they are in stock in New York. The trunk show suits take six-eight weeks to deliver.

When these suits are completed, the customer must return for a final fitting where minor tailoring is performed in house to hem pant legs and shorten or lengthen sleeves.

The Burberry's Troy location leads the nation in the number of orders taken during trunk shows, Feemster said.

"Which is pretty amazing since one of our locations is in the business suit capital, Washington D.C.," she said. "Of course, our sales staff has cultivated our trunk show invitation list over the years. When hard-to-fit customers stop in, we refer them to the shows and then send them reminders when the show date approaches."

See TRUNK SHOW, 5A

## ADDED ATTRACTIONS.

China Department. Repeated March 10, 11 a.m. to 2 p.m. at Twelve Oaks, Oakland Mall, 14 Mile/John R. Troy. (313) 597-2200.

THURSDAY, MARCH 10

### ANTIQUE SHOW

Treasures from the past for show and sale. Through March 13. Livonia Mall, Seven Mile/Middlebelt. (313) 475-1168.

### BASIC ORCHESTRA

The Count Basic Orchestra, directed by Frank Foster, performs "A Celebration of Music." 5:30-8:30 p.m. on stage near Crowley's. No reservations necessary. Free to shoppers. Livonia Mall, Seven Mile/Middlebelt. (313) 475-1168.

### MEN'S SHOW

Burberry's spring trunk show features the finest fabrics and styles for men in tailored clothing. Meet buyer-representative Paul Goring. Through March 14. Regular mall hours. Somerset Collection, Big Beaver/Cookridge, Troy. (810) 643-8555.

SATURDAY, MARCH 12

### BUNNY ARRIVAL

Master illusionist William Schuler will make the Easter Bunny appear, 11 a.m. east court. Photo hours daily 11 a.m. to 8 p.m. Sunday noon-6 p.m. Through April 2. \$5.99 per photo. Westland Center, Wayne/Warren. (313) 425-5001.

### PETER RABBIT ARRIVAL

Larger-than-life Beatrix Potter books open onto springtime themes. Visitors pass through an eight-foot-high store arch onto a faux stone path leading to McGregor's Garden and visits with Peter Rabbit. Children's Theatre of Michigan performs "Rabbit Takes" 11 a.m. and 3 p.m. March 12, 19, and 26. A different show each Saturday. Free. Photo packages available or parents can take their own. Twelve Oaks, 12 Mile/Novi. (313) 348-9438.

### PROM SHOW

Troy Athens High School teens model spring fashions from Hudson's, 1 p.m. New Attitudes Department. From experts available to answer questions through 3 p.m. Free. Reservations not required. Oakland Mall, 14 Mile/John R. Troy. (313) 597-2200.

SUNDAY, MARCH 13

### EGG HUNT

Through March 19, kids pick up forms to take them through an Easter Egg hunt around the mall to find the eggs in the windows of select merchants. Children locating all the eggs win a prize. Forms available at lower level Information Booth. Additionally, chance to win drawings for electronic games. Oakland Mall, 14 Mile/John R. Troy. (313) 585-6000.

### BUNNY ARRIVAL

Kitty the Koolie Show ends with the appearance of The Easter Bunny, 11 a.m. 2, 6 and 7 p.m. Center court. Musical brings Easter Bunny to mall for photos through April 2. Photos packages \$6-\$18. Westland Mall, Plymouth/Middlebelt. Livonia. (313) 622-4100.

### PARTY FAIR

Dancers, musicians, magicians, party planners and vendors offer exhibits and special shows for parents planning birthday events. Tel-Twelve Mall, 12 Mile/Telegraph. Southfield. (313) 353-4111.

### CLASSESS 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/Cookridge, Troy. (810) 643-8300.

### STORYBOOK SUNDAY

Pre-Easter event for children, 1 p.m. Center Court. Kids may pick up forms for book reports to redeem for mall discount tokens and enjoy 90-cent kids meals at mall restaurants. Customers spending \$50 or more receive a free Storybook Sunday Reading Mat. Fairlane Town Center, Michigan/Hubbard. Dearborn. (313) 593-1370.