

# MALLS & MAINSTREETS

MONDAY, MAY 9, 1994

## SHOPPING CENTERED



LINDA BACHRACK

## Hip teens are hot for new logo wear

**W**hat are teens wearing this spring and summer? Sure, there are bare little slip dresses worn over minuscule white tees, and all the shop windows are showing linen skirts and baggy pants. But what do teens throw on over a pair of cut-offs or jeans? And, what is more important, how do they make a real fashion statement?

For decades, generations of kids have sported logos and messages on their favorite T-shirts. Remember peace symbols and "Make Love, Not War," the mantra of the Sixties? The youth of the 1960s wore alligators and polo ponies on their chests, and musicians and sports teams have always marketed themselves by way of clothing designs.

Today's kids seem to latch onto whatever their peers or the media deem hot. There's no particular "sign of the times," just individual taste and style.



Looney Tunes characters are about this season, putting a little kick into bright red high-tops by Keds. Hudson's displays Twenty Bird, Bug, Syl.

vester and the gang in several styles and colors (\$27-\$38).

Also at Hudson's, The Beatles Collection ties. Each silk tie features a different album title. Look for Help, Hard Day's Night and Revolver (\$27.50).

### World Cup wonders

The World Cup is coming in June, and some famous sportswear names are providing authentic soccer apparel. Hudson's Soccer Shops at Fairlane, Eastland, Summit Place, Oakland, Twelve Oaks and Lakeside offer Umbra's USA '94 Collection. Adidas soccer wear and Magic Johnson's T's from \$17. Included are sweats, jackets, shorts, bags and caps. Some of the merchandise is officially licensed by World Cup.

Top designers have also adopted eye-catching trademarks for their sportswear. Armani's "A/X" makes an understated, yet unmistakable fashion statement. His baseball caps are legendary, available at The Somerset Collection in Troy.

If you're into urban contemporary music, you've undoubtedly tuned into "Video Soul." BET's music video program. And you are surely a fan of Detroit-native Donnie Simpson, the show's heart-throb host. Hudson's has introduced BET sportswear at its Northland store. The bold, creative designs include tees, caps, sweats and leather jackets (\$16-\$425). "I have to have a bright yellow BET hat and a tee," said Lisa Cunningham, a musician from Detroit.

### Motown Madness

If you're looking for a hip Motown look, check out the "Made In Detroit" line of tees and jackets at Basic Goods, 243 W. Maple in Birmingham. Robert Stansler, owner of the Detroit Motorcycle Company, designed his working man's logo. "It once again instill a sense of pride in the craftsmanship that made Detroit the industrial center of the world." A giant gear encircles the man who firmly grips a wrench in one hand. The newest and hottest "Made In Detroit" wear is a vintage look workwear jacket that zips up the front and is embellished with patches that range from "Champion Spark Plugs" to "Keep On Truckin'" (\$65). Modeling the casual-bare jacket is Danny Victor, a senior at Groves High School in Birmingham.



Other popular logos at Basic Goods include Moschino and Stussy. The names sell, especially when featured in movies or on TV. Kids look for a particular color combination or design. Stussy's latest is a crowned elephant with the message, "LARGE and in charge." And Moschino toots a gold horn and the words, "Kickin' Brass." Tees are \$18-\$20 and hats are \$20-\$25.

## LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- More Than You Bargained For honors another salesperson nominated for excellent customer service by an appreciative shopper.
- Linda Bachrack becomes the Sunflower Child.
- A new program at Summit Place helps children discover their universe.
- Added Attractions lists all the latest happenings at the Malls and Main Street shops.

## Shag's the shape for summer hair

■ Summertime and short hair. Could anything be simpler? Yes, say hairstylists in the malls and on Main Streets. Try a layered shag!

BY SUNAN DEMAGGIO

**H**ey, they've brought Mod Squad back to television, so why not another blast from the past this summer — shag hairdos!

"I have reviewed hairstyles from around the world this season, including Paris, London, Atlanta, New York and California," said Robert Perushi of Robert & Charles Salon in West Bloomfield. "They all have a similar message for summer, the shag is back! Whether curled or blown straight, it is fuller with softness and fringe around the face and nape."

Kennice Hoffmann of Salon Kennice Baahar in Farmington

See SHAGS, 10A



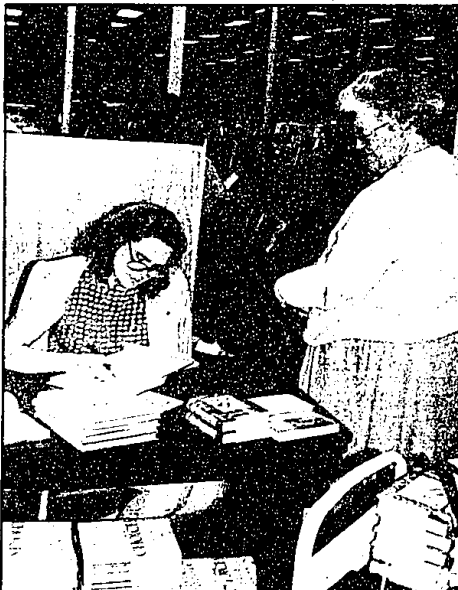
Before: Leigh Brandermillle said it was time to let stylist Kennice Hoffmann do something with her long, dried-out hair.



After: "Is this really me?" Brandermillle wondered. She proclaimed Hoffmann "an artist!" and urged others to consider this cut.



Hair that moves: Robert Perushi of Robert & Charles Salon offers this version of the shag — hair fringed around the face and neck.



A personal note: Alexandra Stoddard signs a copy of her latest book, "Making Choices," for Nancy Joy Cook of Southfield.

## Stoddard's books bring fans out to a Borders signing

BY SUNAN DEMAGGIO

Interior designer-turned-philosopher Alexandra Stoddard said her 12 lifestyle books are bestsellers because, "I've hit a nerve with people who want to make the best of life and know it's not about money."

Stoddard and her husband, Peter Brown, came to Border's Book Shop in Beverly Hills last week to autograph copies of her latest publication, "Making Choices: The Joy of a Courageous Life." They were greeted by an appreciative audience of readers who wanted to tell Stoddard how her books had affected their lives, while waiting for personal inscriptions under the covers of their favorites.

"In my new book, the message is that life is tough, but it can still be beautiful," she said in a pre-signing interview. "If we are willing to face reality, be tough-minded and buck up to making choices, we can lead happy, fulfilling lives."

Stoddard, 52, said her book about choices is autobiographical. It was meant to share something about her-

self with the thousands of readers who have written her letters over the years telling about themselves.

"My publisher realizes I have a mission," she said. "And I know I am on a mission. I want to help men, women and young people understand that they have control of their own lives."

"Sure there will be tough times, but they can call on an inner resourcefulness to make positive decisions that will get them through things with grace and move them forward. And if you make a mistake, it's not the end of the world. Correct it and go on with your life."

In 1974, as a successful international designer with her own firm, Alexandra Stoddard Inc. in New York, she published her first book, "Style For Living." In 1986, Stoddard's "Living a Beautiful Life" sold a million copies. Then came "Living Beautifully Together," "The Gift of a Letter," "Daring To Be Yourself" and "Grace Notes."

In addition to writing books, Stod-

See STODDARD, 10A

## ADDED ATTRACTIONS

visations requested. Food and beverage service available.

Somerset Collection, Big Beaver/Coolidge. Troy. (810) 643-7440.

### WARRLER SEMINAR

Wild Birds Unlimited hosts 7 p.m. seminar "Spring Warbler Migration," with Mike Mancotti. Seating limited. Reservations requested. Free. Informational brochures included. Hawthorne Plaza, 2626 S. Rochester Road, Rochester Hills. (810) 852-5220.

THURSDAY, MAY 12

### LIFESTYLES SHOW

Home security and gardening booths. Information and product sources through May 15. Livonia Mall, Seven Mile/Middlebelt. (810) 476-1166.

FRIDAY, MAY 13

### LUNCH FASHIONS

Looks from Rivky and Footlocker informally modeled, noon to 2 p.m. during lunch at D. Denison's and Martin's Garden Court. Also piano music, 5:30-8:30 p.m. Fridays and noon to 5 p.m. Saturdays. Laurel Park Plaza, Newburgh/Six Mile, Livonia. (810) 462-1100.

### SOUTHWEST ART

Meet artist Sally Thelen 7-9 p.m. Native West Gallery. Exhibit and sale of her ceramic masks, dolls and beadwork of bone and glass on display through May 28. Downtown Plymouth, 863 W. Ann Arbor Trail. (810) 455-8838.

SATURDAY, MAY 14

### YO-YO CONTEST

Sponsored by Parvenue Store, 2 p.m. Registration at Parvenue. Prizes to most talented participants. Alhambra/Village Mall, Adams/Warrior. Rochester Hills. (810) 375-9481.

### KID'S ETIQUETTE

Class for children ages 9-11. Hudson's Restaurant, 9:30-11 a.m. Reservations required. \$25 fee. Workshop discusses telephone manners, table setting, greetings, and personal grooming. Twelve Oaks Mall, 12 Mile/Novi. (810) 443-8332.

### JAM SESSION

Blues and folk jazz 4-6 p.m. The Shirt Box parking lot. Cost of admission is a children's book to be donated to area shelters and hospitals. WDET radio hosts Robert Jones and Matt Watson perform. 19011 W. 10 Mile, Southfield/Evergreen, Southfield. (313) 252-1080.

SUNDAY, MAY 15

### MALL RACE

Charity Race/Walk benefits Exceptional Equestrian Foundation, for metro-Detroit residents with physical and mental disabilities. 8 a.m. 5-K run, 5-K walk, one-mile fun walk at 8:30 a.m. Event around paved roads circling the mall. \$12 race fee, \$5 walk fee. Register at Information Desk. All-you-can-eat pancake breakfast at Hudson's Restaurant after the event, 9-11 a.m. Pancake proceeds also benefit foundation. Participants eligible for prize drawings. Runners divided into 12 age groups. Prizes for top three runners in each group, plus first 15 walkers to cross the finish line. Also prizes for "Best Overall" and "Mascots." Twelve Oaks Mall, 12 Mile/Novi. (810) 348-9438.

### STORYBOOK SUNDAY

WHC radio personality Ann Harper reads, "Sylvester and the Magic Pebble." 11 p.m. Center court. Kids redeem book reports for discount tokens. Homeworkers welcome. Parents with same-day mail receipts of \$50 or more get free, storybook mat, 90-cent kids meals. Fairlane Town Center, Michigan/Hubbard, Dearborn. (313) 563-1370.

### CLASSES BEGIN

Co-sponsored by WQRS. Local musicians perform in concert. Rotunda stage. Noon to 2 p.m. Brunch catered by Sebastian's Grill. \$20 tickets available at concierge desk. Somerset Collection, Big Beaver/Coolidge, Troy. (810) 643-6300.