

MALLS & MAINSTREETS

MONDAY, JUNE 6, 1994

6A (F)

SHOPPING CENTERED



LINDA BACHRACK

It's time for tea at The Rosewood

The glass-topped table was covered in an embroidered linen cloth. A vintage teapot nestled beneath a white lace doily and china teacups complemented silver serving pieces. A platter of fancy cookies beckoned, the ideal accompaniment to an afternoon tete-a-tete over a soothing cup of tea.

This was my introduction to the soon-to-open Rosewood Teahouse, 118 W. Third St. in downtown Rochester. Marianne Moran invited me to share in the vision of her Victorian teahouse and enchanted passers-by with her contagious enthusiasm. Seated at the charming table beneath the

trees the wood floors were being restored to their original lustre inside as Heather Ren of Rochester, Sue Verna of Rochester Hills and Deborah De Launay, proprietor of Archives A.D., a neighboring shop. The idea of a teahouse is so exciting," exclaimed Verna, who eagerly anticipates opening day.

Barbara Khalil of the Downtown Development Authority added: "It's the kind of service-oriented business that Rochester loves. You can expect lavish, magnificent affairs, complete with beautiful details."

Finding a niche

The traditional English teahouse is a dream-come-true for Marianne, who left the mental health field four years ago to pursue a career in catering. When a customer asked her to cater a tea for 100 people, Marianne discovered her niche.

"This affair opened the doors to Victorian desserts, laces and china," she says. Once captivated by the rituals of tea, Marianne traveled to England and Scotland to educate herself to the fine authenticities of traditional teas. There, she learned the proper culinary and cosmetic extravagances of a Victorian tea, but she also came to know the heart and soul of the ritual. A cup of tea can often soothe life's little cares and celebrate its joys. "In this nervous '90s world, it's nice to walk back in time for a moment, to massage the soul," says Marianne.

The Rosewood Teahouse will offer a light lunch from 11 a.m. to 2:30 p.m., a traditional buffet-style tea with sweets, scones and petit-fours 3-4:30 p.m. and an elegant high tea 4:30-6 p.m. In addition, Marianne plans etiquette, antiques and home entertaining classes. The teahouse is also available for private parties.

Antiques to go

To enhance the experience, visitors to The Rosewood will have the opportunity to purchase the teahouse's furniture and accessories, thanks, in large part, to Pamela Krampf and her downtown Rochester business, Antiques by Pamela, 331 Main St. As you relax in the lace-windowed



Victorian rose garden room, amid silver tea services and vintage linens, why not treat yourself to the ornate hall tree (\$475) or the Victorian child's tea set with biscuit jar (\$85)? Pamela's shop will also provide sterling serving pieces, like a delicate butter dish with knife (\$65), an intricate butter dish, calling card trays and muffinners (sugar shakers, from \$95).

After tea, venture down to Pamela's antique shop, where this week she is celebrating her grand opening. You'll delight in the incredible selection of beaded bags, great Granatino buttons, Victorian ephemera and one-of-a-kind jewelry.

A graduate gemologist and ardent student of the Victorian age, Pamela will regale you with her knowledge of the best of 19th-century Britain. Not to be missed: a painted Victorian magazine rack (\$168), Victorian Majolica, a silk, velvet and tapestry quilt top and shawl circa 1854, and a jeweled dresser tray with French lace insert (\$250). "It's a shop of wonderful things," smiles Pamela.

Linda Bachrack is a Birmingham resident. You can leave her column ideas at (313) 963-2047, mailbox 1889 or fax them to her at (810) 644-1314.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- James Bond movie inspires a Thai-born barber to make the big time in West Bloomfield.
- Linda Bachrack shops for stuff for the well-stocked beach bag.



Facade changes: Telegraph Road traffic will notice a new look on Tel-Twelve Mall's middle exterior. Windows and entrances have been added to let in more light and the sight of greenery. The merchandise mix continues to appeal to the value-minded shopper.

Mall changes bring shoppers value



BY SUSAN DEMAGGIO
STAFF WRITER

Big changes continue at the 26-year-old Tel-Twelve Mall as it works its plan to become a value-oriented shopping center from end-to-end.

Construction of a new facade along Telegraph Road is in progress, featuring 22 picture windows for the "new" Old Country Buffet restaurant and a 50-foot-wide entrance for

the Designer Shoe Warehouse coming in the fall.

"The stores are new concepts for the center," said Richard Fair, mall general manager. "We are creating greater visual impact for the entire mall on Telegraph Road. Each merchant will retain their signature decor while we create a whole new look, including special lighting and landscaping, to match our array of

new tenants and expansions."

The current project continues efforts begun last year when Winkelman's was expanded to a Super Store, the Ruby Tuesday restaurant opened, Rave and Marianne's expanded, a Gap Warehouse opened and Office Depot was built. The shopping center, at 12 Mile and Telegraph, is owned and managed by Ramco-Gershenson of Southfield.

Southfield-based JGA Inc., a retail strategy consulting firm, is handling all tenant renovations as well as the mall's new facade.

Family dining

The 10,600-square-foot Old Country Buffet opened May 31 with seat-

ing for 388 diners in the area of the mall that once belonged to the MCL Cafeteria. After extensive remodeling, including airy front windows, the Old Country Buffet served more than 1,000 shoppers the first day.

"The Old Country Buffet is great for families because it's a good food at a good price," said Janet VanMaldegem, mall marketing director.

"The daily special, which includes the restaurant's standard fare plus the daily special, dessert and beverage, is \$5.69 a person. Kids under 2 eat free and it's just 45 cents per year (of age) for older children. A 6-year-old would pay \$2.25 for a meal."

See TEL-TWELVE, 6A

Parisian looks for family agency to honor

Before Parisian opens Aug. 1 at Laurel Park Place in Livonia, the family fashion department store is vying for nominations for the "You're Somebody Special" award through Friday, June 10.

Parisian will award \$10,000 to a non-profit Detroit-area organization that has shown outstanding initiative serving families in need.

"Reflecting our emphasis on a family atmosphere at Parisian, we have designed this award to recognize organizations which are helping the families of the communities we

serve," said Elliot Marcus, Parisian store manager. "This giving program is a way for Parisian to give something back to the metropolitan Detroit community, which has been very welcoming to our opening in this marketplace."

Nominations will be judged by a panel of seven community leaders: Ruth Benedict, Crain's Detroit Business; Kelvin Bolston, Corporate Detroit; Virgil Carr, president of United Way, Southeastern Michigan; Elaine Driver of Wayne State University; Molly Luempert, supervisor of education and community services, Detroit

Edison; Duane Marsh of the Livonia Chamber of Commerce; and Richard McDowell, president, Schoolcraft College, Livonia.

This panel will initially select a group of up to five finalists, from which the winner will be chosen. An award ceremony is set for Sunday, July 31.

Nomination brochures are available at the Laurel Park Place management office. Applications should be submitted to Parisian, 13370 Laurel Park Place Drive North, Suite 100, Livonia, MI 48152. For more information, call (313) 464-2352.

The 150,000-square foot, two-level Parisian store in Livonia specializes in updated traditional men's handwear for the entire family, offering men's, women's and children's apparel, footwear, accessories and cosmetics.

The Birmingham, Ala.-based retailer owns and operates 30 family department stores in Alabama, Florida, Georgia, Indiana, Ohio, South Carolina and Tennessee.

The privately owned company is headed by Donald Hess, president and CEO, and third generation member of the founding family.

Retailers ask children to design a tie for dad

BY SUSAN DEMAGGIO
STAFF WRITER

Both The Shirt Box and The Northland Mall in Southfield, are holding tie-design contests for children in honor of Father's Day.

Kids can stop by The Shirt Box at 19011 Ten Mile Road between Southfield and Evergreen either Saturday, June 11 from noon to 6 p.m. or Thursday, June 16 from 4-7 p.m. to create a tie for \$15 on red, black, navy or white fabric. All materials are supplied.

The Shirt Box is also hosting a tie-decorating contest for kids in grades K-8. Tie-shaped blanks can be picked up at the shop, decorated, and returned by the Saturday, June 18 deadline. A Red Radio Flyer Wagon filled with art supplies will be awarded to a winner from each grade level.

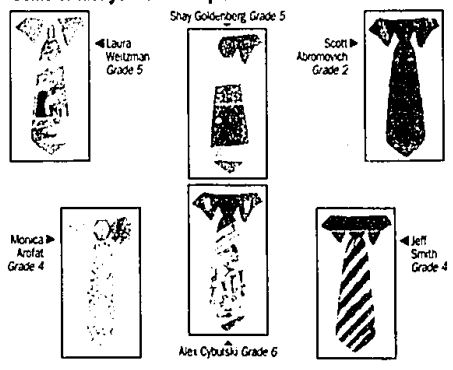
For more information contact Ron Elkus, owner of The Shirt Box at (810) 352-1080.

The Northland Mall at Eight Mile and Greenfield is hosting a tie-decoration competition through Monday, June 13. Children can obtain a free, 17-inch card tie for decoration at the mall's Information Desk. Nine finalists and their dads will return to Northland on Saturday, June 18 at 2 p.m. while the dads model their new ties before a panel of judges from WNIC radio.

Eight finalists receive a \$10 gift certificate and a \$25 certificate for dad. The grand prize winner receives a \$25 certificate and a \$100 certificate for dad.

For more information call (313) 669-6273.

Some of last year's masterpieces



Retail businesses in suburban malls and on suburban Main Streets are invited to submit announcements of upcoming special events and promotions for Added Attractions. Send announcements to Malls & Mainstreets, 36251 Schoolcraft, Livonia 48150 or fax them to (313) 591-7279.

MONDAY, JUNE 6

FATHER'S DAY CONTEST

We did a \$200 shopping spree. Essays must answer in 125 words or less, "Why My Dad Is Special." Deadline: June 13, 5 p.m. Contact management office for more details. *Livonia Mall, Seven Mile/Middlebelt. (810) 475-1166.*

SENIOR BOUTIQUE

Pick-up free tickets to Senior PGA Tour June 20-25 at Tournament Players Club in Dearborn by spending \$250 or more in one day at Fairview Town Center. Also enter drawing to win \$2,500 gift weekend for two at Sawgrass TPC in Jacksonville, Fla. PGA tickets on first-come, first-served basis, mail information centers. *Fairview Town Center, Southfield/Archbishop Ave. Dearborn. (313) 563-0572.*

BAF'S DAY DRAWING

Enter drawing to win golf weekend for two at Gar-

ADDED ATTRactions

land's championship courses. Through June 19 in center court. *Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 482-1100.*

WEDNESDAY, JUNE 8

FASH BASH TICKETS

Tickets for the 25th annual Fash Bash at the Fox Theatre, sponsored by Hudson's and the DIA Foundation's Junior Council, on sale through date of event, Wednesday, Aug. 3, 8 p.m. Fash Bash features live auction, pre and post parties and a theatrical fashion presentation. Tickets \$25-\$150. *(313) 833-2323.*

THURSDAY, JUNE 9

CRAFT SHOW

Rash Enterprises presents Arts and Crafts Show through June 12, regular mall hours, demonstrations. *Westland Center, Wayne/Warren. (313) 425-8001.*

SOCCER STARS

Hudson's contest for kids 6-16 years, to win summer soccer camp scholarship and soccer items from Detroit Rockets. Deadline: June 17. Meet Rockets Bryan

Finnerty and Tim Ernst, June 9 at Twelve Oaks, 6-8 p.m. June 10 at Fairlane noon to 2 p.m. June 11 at Lakeside, 11 a.m. to 1 p.m. June 16 at Oakland, 11 a.m. to 1 p.m. and June 17 at Sunnyside 11 a.m. to 1 p.m. *(313) 443-6000.*

FRIDAY, JUNE 10

GARDEN SHOW

Landscape and garden items for show and sale, through June 12, sponsored by Metropolitan Detroit Landscape Association. Friday-Saturday, 10 a.m. to 6 p.m. Sunday, 10 a.m. to 6 p.m. Gate admission \$8. \$3 for children 12 and younger. *Meadowbrook Mall, Adams/Warnton, Rochester Hills. (810) 646-4992.*

SOCCER STARS

World Cup Indoor Grass Display explores the Turbok Pallet System, through June 30. *Meadowbrook Village Mall, Warnton/Adams, Rochester Hills. (810) 375-6451.*

MELROSE STAR

Andrew Shus, co star of "Melrose Place," visits Hudson's to promote, DO SOMETHING program, inspiring teens to take problem-solving action in their community. 4-6 p.m. Young Men's Dept. Special Guest? tee shirts for sale, benefit DO SOMETHING. *Oakland Mall, 14 Mile/John R. Troy. (810) 585-0000.*