

# MALLS & MAINSTREETS

MONDAY, JUNE 13, 1994

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## SHOPPING CENTERED

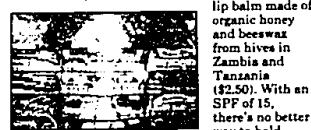


LINDA BACHRACK

## Fill a beach bag with summer fun

**S**ummer at the seashore. Whether you're headed to Stony Creek, the cottage in Charlevoix, the white sands of Florida or a villa in the French Riviera, a well-stocked beach bag is a travel essential. I found three different-styled totes to fill with fun-in-the-sun gear. The choices are up to you.

First on the list to pack are sun-care must-haves from **The Body Shop** at **Twelve Oaks Mall** in Novi. These skin savers can be tucked in any size bag or even rolled up in your beach towel. The newest line of sun products feature extracts of watermelon, a delicious alternative to the usual coconut scent. Try after-sun lotion (\$11) or spray (\$12), ultra-protection Sun Block (\$8.95) and facial sun block for lips, nose and sensitive ears (\$5.95). The pocket-sized Honey Stick is a compact



lip balm made of organic honey and beeswax from hives in Zambia and Tanzania (\$2.50). With an SPF of 15, there's no better way to hold moisture in your lips while preventing them from blistering. If you'd like a bit of shine atop your lip protector, grab a moisturizing balm flavored with morello cherry, a **Body Shop** favorite (\$4.35).

## Take-along totes

If you're taking the kids to the beach, you might want an insulated cooler/tote to carry icy cold refreshments. **Crute & Barrel** in the **Somerset Collection** in Troy, has a bright blue and white awning stripe canvas bag (\$39.95) that's large enough to hold sand pails and a six-pack of pop. It may be wise to invest in individual beverage containers with built-in straws for the little ones. **Hudson's Marketplace** shops have colorful fish-patterned water bottles for \$3.99.

For surf-side fun, pack a stunt kite from **Natural Wonders** at **Twelve Oaks Mall** (\$10). Choose from soaring dinosaurs, frogs or tigers. Everyone in the family could use a cotton twill, snap-brim bush hat from **J. Crew** in the **Somerset Collection** (\$18). And choose matching rubber thongs (the old-fashioned kind) in beach brights—tulip, royal or jade (\$12). Don't forget to capture the memories with a **Fuji Quicknap** or **Kodak Fun-saver** Weekend, both 35mm waterproof single use cameras from **Rite Camera** at **Twelve Oaks** (\$11.95).

## Time for two

To accommodate a beach outing for just the two of you, fill an open-face straw tote from **J. Crew** (\$28). Take along a wide-brim straw hat (\$28 at **J. Crew**), those essential beach totes, classic tortoise sunglasses (\$38 at **J. Crew**) and a splash-resistant **Sony Sport's** **Discman** (\$300). Spread a romantic seaside picnic atop a multi-stripe cotton mat that rolls to conveniently tuck in your bag (\$39.95 at **Crute & Barrel**). Don't forget festive Island Dance beach towels (\$11.99) and a **Swatch Aqua Chrono** waterproof timepiece from **Hudson's**. For an elegant island vacation, accessorize your beachwear with a chic black and white checkerboard bag from **Jacobson's** in **Birmingham** (\$80). A matching silk and linen sun hat



stylishly completes the look (\$52). For walks on the beach, protect your hair from bristly ocean waves with a **Jackie O'Neil** by **DKNY** (\$115). You'll love the playfully French seaside scene. Large tortoise sunglasses (\$38) and the hottest bestseller fit easily into the roomy bag, with plenty of space left for your beachcombing finds.

Linda Bachrack is a resident of Birmingham. You can leave her column ideas at (313) 953-2047, mailbox 1889 or fax them to her at (810) 644-1314.

## LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Linda Bachrack shops for treasures from the sea.
- Added Attractions lists the latest special events at the Malls and Main Streets shops.
- Behind The Label presents an interview with fine jewelry designer Sharon Meyer of Troy.

## Registers ring up sales from soccer



Big games. Big money. There's no doubt about the big bucks following the marketing of sporting events. The malls and Main Street shops plan to cash-in on World Cup fever the next two weeks, selling everything from T-shirts to tote-bags.

By SURAN DEMAGGIO  
STAFF WRITER

Collectible pin trading, a Swiss wine tasting party, big-screen soccer broadcasts and drawings for prizes are just a few of the special events planned for mall shoppers when the World Cup Soccer Games come to the Silverdome in Pontiac June 18-23.

And while fans enjoy the festivities, retailers hope that they'll want to buy a book about the game, a soccer ball just for kicks, and a T-shirt to commemorate the event.

Janet Stecher, spokeswoman for the Michigan World Cup Host Committee, said while no retail sales predictions were made around World Cup Soccer, the guestimate would probably be in the thousands of dollars.

"Somerset Collection in Troy, the four local Taubman shopping centers and Great Oaks Mall in Rochester have been instrumental in organizing World Cup promotions, and we are delighted with their plans. Related sales of merchandise should be wonderful," she said.

To welcome international visitors, the Taubman centers, Lakeside in Sterling Heights, Twelve Oaks in Novi, Fairlane Town Center in Dearborn and Briarwood in Ann Arbor will offer language assistance, tourist

guides and monetary conversion charts.

An electronic language converter, available at the centers' information desks, can translate 8,000 words and 150 phrases into French, German, Spanish, Italian, Dutch and Swedish. A free soccer/shopper sheet will have soccer terminology on one side and shopping center information on the other.

Information packets will also be free to visitors, including facts about the Detroit-area, maps and guides to area events and tourist attractions, World Cup and emergency phone numbers and a World Cup schedule.

## Pin Trading

The Taubman centers will also offer pin trading, the hot new collectible craze where pin-lovers meet and trade official logo pins and pins from any Olympics or Super Bowl games. CPI Photo Finish will take free pictures of children who appear at the pin-trading centers in their soccer uniforms from noon to 5 p.m.

Here's the trading schedule: Lakeside on June 19, 11 a.m. to 6 p.m. Twelve Oaks on June 23 from 10 a.m. to 9 p.m. Briarwood on June 25 from 10 a.m. to 9 p.m. and Fairlane Town Center on June 27 from 10 a.m. to 9 p.m.

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**Soccer savvy:** World Cup items like ties from *The Tie Rack*, soccer balls from *Champs Sports* and sunglasses from *The Sunglass Hut* are samples of the soccer stuff awaiting fans at their favorite shopping center.

## Hudson's employee is World Cup interpreter

Siglinde Rickert, a Hudson's sales associate at Southland Mall in Taylor, has been chosen to be an official World Cup interpreter.

Rickert is one of 15 people selected to be a core translator, translating German for the media and other V.I.P.s in Detroit for the World Cup events.

To become an interpreter, Rickert went through extensive testing. She had to translate soccer terms from English to German and a speech in German to English. A tape of her interpretations was then sent to Los Angeles where the World Cup committee screened all of the applicants.

In her acceptance letter from the World Cup committee, she was told she was chosen because of her "cul-

tural sensitivity" and speech translation. Her experience in teaching language at a local school and volunteering as a translator at the Detroit Metropolitan Airport also helped in their decision. Rickert will volunteer her time for a four-week, almost full-time position with World Cup '94.

"The opportunity to attend all of the games is compensation enough," she said, comparing World Cup '94 as "10 Olympics rolled into one."

Raised in Munich, Germany, Rickert came to the United States in 1978. Her interest in soccer stems from her homeland's love for the sport. Her two children share her interest in the sport and play on local teams.

## Jacobson's names manager in B'ham

By SURAN DEMAGGIO  
STAFF WRITER

There are four important reasons to shop at Jacobson's, according to William Kirchinger, new general manager of the Birmingham store. His goal is to make sure customers are aware of them.

"First is service, second is value, third is unique merchandise and fourth is the quality of our presentations," he said. "I don't believe anyone does it better."

Kirchinger and his staff of about 400 employees will work through several changes at Jacobson's in Birmingham over the next few months. As the former home furnishings store is leased to a yet-to-be-named re-

tailer, the children's store will be incorporated into the men's and housewares shops for a July 13 grand opening. There is talk of adding a restaurant in the Women's Store and discussions about renovating the bridal salon.

Come September, as part of a company-wide program to attract younger shoppers, a new mix of vendors and merchandise will appear in the Signature Dresses and Sportswear departments.

"We hope to win over new customers while not forgetting our present customers," he said. "Remember B. Siegel's department store? I believe

See MANAGER, 7A



STYLIST: CATHY BROWN/STAFF PHOTOGRAPHER

**Taking charge:** William Kirchinger will manage the Jacobson's stores in Birmingham, moving them forward with a marketing plan to win over younger shoppers.

## ADDED ATTRactions

mail 9 a.m. and 11 a.m. Departs DIA for mail 2 p.m. and 4 p.m. \$7 ticket includes admission to museum and special exhibit: Art of the American Indian Frontier: The Chandler Point Collection. Seating limited. Tickets available at museum shop upper level of mall. Twelve Oaks. 12 Mile/Novi. Novi (313) 633-1719.

## FASH BASH TICKETS

Tickets for the 25th annual Fash Bash at the Fox Theatre in downtown Detroit, sponsored by Hudson's and the DIA Founder's Junior Council, on sale through date of event, 8 p.m. Wednesday, Aug. 3. Fash Bash features live auction, pre- and post-parties and a theatrical fashion presentation. Tickets \$25-\$750. (313) 633-2322.

## THURSDAY, JUNE 16

## DAD'S DAY PROMO

Shoppers spending \$75 or more can redeem tickets for nostalgic baseball calendar, customer service. Also mini baseball card show July 17-19 with 30 dealers, lower-level community room. Westland Center, Wayne/Warren. (313) 422-5001.

## SOCCER STARS

Hudson's contest for kids 6-10 years, to win summer soccer camp scholarship and soccer items from Detroit Rockers. Deadline: June 17. Meet Rockers Bryan Freerly and Tim Ernst, 11 a.m. to 1 p.m. and June 17 at Summit Place 11 a.m. to 1 p.m. Oakland Mall, 14 Mile/John R. Troy. (810) 443-8000.

## FRIDAY, JUNE 17

## HOMELESS BENEFIT

Quits and Gals' 5th Annual Zip Up The Homeless, 10 a.m. to 9 p.m. Trade in used jeans (clean without holes) for a new pair at 50-percent off. Jeans donated

to Homeless of Oakland County. Bring in additional clothing for tax deductible donation. Orchard Mall, Orchard Lake, Maple, West Bloomfield. (810) 851-1260.

## Soccer Grass

**WORLD CUP INDOOR GRASS DISPLAY EXPLORES** the Turfbox's Palette System, through June 30. Meadowbrook Village Mall, Watton/Adams, Rochester Hills. (810) 375-9451.

## SATURDAY, JUNE 18

## KIDS GARDENS

Workshop for kids features how to grow a "pizza" plants, (tomatoes, green peppers, onions, basil and oregano) tour of greenhouse, planting project. \$4 per person includes pizza lunch, 11:30 a.m. to 4:30 p.m. Reservations requested by June 15. McFarland Greenhouse, Grand River/east of Middlebelt, Farmington Hills. (810) 474-0750.

## SAND CASTLE

90-ton, three-dimensional Looney Tunes sand sculpture, featuring a Looney Tunes soccer match, on display through Aug. 15, in the Briarwood Grand Court. Briarwood Mall, S. State/Eastwood, Ann Arbor. (313) 765-9610.

## SUNDAY, JUNE 19

## STORYBOOK SUNDAY

Deke Loebert of WRC radio reads "My Dad the Magician," and "A Perfect Father's Day." 1 p.m. Center court. Kids redeem book reports for discount tokens. Fairlane Town Center, Michigan/Hubbard, Dearborn. (313) 583-1370.

## CLASSES BLURCH

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