

MALLS & MAINSTREETS

(F)9A

SHOPPING CENTERED



LINDA BACHRACK

Just grab and go with tiny purses

My Mom visited from Louisiana last week and accompanied me on this assignment — a quest for the newest mini-bags and clever "wallets-on-a-string."

Now, Mother has always carried traditional handbags, large enough to easily accommodate a makeup case with the requisite compact and lipstick, a checkbook, bulging wallet, photo album and other various paraphernalia. Her purses swung from her forearm until a few years ago when she finally switched to shoulderbags. Mom never has strayed far from a basic Lix Claiborne pocketbook with a good sturdy clasp.

Prim and proper

It's funny how we can actually remember some of our mother's handbags. Innocuous as they were, I still envision the hard-edged, boxy navy blue number with a handle so small it could only be gripped in the palm of the hand, and the trendy little pink Grace Kelly bag that I borrowed on prom night.

But most of Mom's purses looked alike — ladylike. A good, practical bag might be purchased in white for summer, brown for fall, black for winter and navy for spring. I don't recall seeing an unusual shape, a sophisticated clutch, a sporty basket or a drawstring pouch. I really hadn't stopped to ponder my mother's purse preferences until we went shopping for miniatures for this column. To my surprise, Mom discarded some of her long-held notions about roomy shoulderbags and grabbed a soft leather "triple zip" from the counter at Jacobson's.



The "triple zip" (\$22) is a tiny, flat pouch with three separate zippered pockets. One for keys, one for change, and the other for my lipstick and a credit card, reasoned Mom. Moreover, this little reticule drapes across the body, a look entirely foreign to my mother, but one that she embraced immediately.

"It's much more comfortable than a fanny-pack," she exclaimed, "and just as practical for long walks or sightseeing tours." Plus, she felt her possessions were more secure when attached to a strap across her chest, than when they dangled from her shoulder. This particular bag is even flat enough to hide beneath a blazer or jacket.

String-a-long

Mini-bags run the gamut from dainty Chanel hot boxes and bejeweled Judith Leathers to actual wallets attached to long straps. Ros & Sherm, 4636 Telegraph Road in Bloomfield Hills, displays a huge selection of "wallets-on-a-string." Some are square, some oblong, and most hold a standard checkbook, credit cards, photos, a pen, keys and currency. Some have pockets for other essentials. They range in price from \$28-\$68. The larger versions are zippered organizers or agendas that go from office to the grocery store to dinner (\$70-\$98). Ros & Sherm's most popular mini is a black crocheted pouch with a fold-over flap (\$35), and their most exclusive lines include the supple natural leathers of II Bisonte, the trend-setting Japanese



porter bags (\$92) and sculptured Vincenzas. Other notable fashionable tiny handbags include the Coach wallet-on-a-string (\$98) and Dooney & Bourke's mini-pouch (\$150) from Sak's at Fairlane. Dooney & Bourke also offers an oblong style that holds a checkbook, pen and credit cards (\$165 at Jacobson's). Paloma Picasso designs a distinctive wallet-style bag with three dooney pouches (\$120) and Lix Claiborne's version features a mirror, deep snap pockets and a pen holder (\$38). Gail Labella's mini-backpack is black nylon with a shiny gold closure — very chic (\$95), all from Jacobson's.

Linda Bachrack is a Birmingham resident. You can leave her column ideas at (313) 983-9047, 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 sun accessories.
- Added Attractions lists special events at the malls and Main Street shops.
- Meet designer Lane Davis who celebrates the classic silhouette.

Bash is ready to go

■ The models are learning their moves. The designers are shipping fall samples. Tickets are selling for Hudson's annual Fash Bash at the Fox Theater next month.

BY SURAN DEMAGGIO
STAFF WRITER

A peek behind the scenes at Fash Bash '94 reveals what's hot for fall and it's all so very civilized: brocade smoking jackets, tweed suits and glamorous slip dress gowns.

Metro Detroiters have counted on the Fash Bash for their first look at what's in store for the fall/winter fashion season at Hudson's. This year's show 8 p.m. Wednesday, Aug. 3, at the Fox Theater, marks the 25th Anniversary of the event which doubles as an elegant fund-raiser (last year over \$1 million) for the Detroit Institute of Arts.

At Fash Bash, six fashion segments are theatrically presented

See BASH, 10A



JOEY ZILYTH/STAFF PHOTOGRAPHER

Jump start: Josh Evans of Westland performs bike tricks that could land him a job in Fash Bash '94 while judges (left to right) Myron Johnson, JoAnn Young and Karen Collier watch.

Fashion maven developed style locally

BY SURAN DEMAGGIO
STAFF WRITER

What makes Mary Jean Burns think she can tell thousands of Hudson's shoppers what to wear each season?

"Why I was one of the Gorgious Borgies girl," she replied with mock indignation. "As a teen at Bishop Borgie High School on the west-side, I took my fashion very seriously, and besides my family shopping at Hudson's forever."

For the past six years, M.J., as she prefers to be called, has headed the Fashion Office at Hudson's, based in the Northland store in Southfield. She puts fashion shows together, interprets trends for the media, and works with buyers to bring in the latest looks for metro-Detroiters.

Burns, 40, of West Bloomfield, grew up in Detroit, one of four children. Her dad drove a city bus downtown each day, so Hudson's was a special destination, always. She has a fashion sense most would envy.

"I like the look of the rugged individualist," she explained. "And most of today's customers have fashion savvy. They're intelligent. They have their own opinions. They buy things that suit their needs. I don't have much respect for the person who dresses exactly like a mannequin or right out of a clothing ad."

Burns started her career as a model, she's 6-foot tall but was always interested in putting outfits together.

"As a kid I was relentless in the way I wanted to look," she laughed. "I drove my mom crazy."

After modeling, she began arranging photo shoots for Hudson's, moving onto arranging fashion shows. After a few years with another retailer, Burns returned to Hudson's as fashion director.

To relax from frequent business travels and long-houred days, Burns exercises with a personal trainer, reads, skis (water and downhill) and enjoys spending time with her companion, Russell Sumner.

She is a member of the Fashion Group's Detroit chapter.

"The best part of my job is being recognized by respected leaders in

See BURNS, 10A



Trend spotter: M.J. Burns manages Hudson's fashion office, interpreting the latest looks and making them work for shoppers in metro Detroit.

Jacobson's opens new kids' shop in B'ham

BY SURAN DEMAGGIO
STAFF WRITER

Is this Jacobson's or is this Bird Land?

Shopping for children just became a lot more fun at the new Jacobson's Children's Shop on the third floor of the 38-year-old department store at 325 North Woodward in downtown Birmingham.

Birds in portrait, animation and sculpture decorate the new store which formerly housed the furniture department discontinued last fall.

Nancy Schaff an artist based in Jackson, Mich., created the avian look for the new children's shop in purples, blues and greens.

The grand opening is a benefit for the Birmingham YMCA, 5-8 p.m. Wednesday, July 13. There will be fun for the whole family including a petting zoo, mimes, refreshments, pony rides, a Dixie-land band, magic show and raffle for prizes. Tickets for the party are \$10 for adults and \$5 for children — all going to the Y's Invest In Youth Campaign.

"This is a wonderful affiliation for us," said William Kirchliger, general manager of the Birmingham complex which includes two other Jacobson buildings. "The YMCA is committed to young people and Jacobson's shares that commitment to youth and families."

On Saturday, July 16, Jacobson's will present T-shirts declaring "I opened Jacobson's Birmingham Children's Shop on July 16, 1994" to the first 200 children who visit the store that day.

The new 20,000-square-foot children's department can be accessed directly by elevator from the parking lot behind the store, or by escalator and stairs from the street level Men's Store and lower level Store for the Home.

Video monitors in the shop will show kids programs to entertain youngsters while parents and grandparents make selections. John Schreer manages the Children's Store

See KIDS STORE, 10A

ADDED ATTRACTIONS

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, 908 S. Maple, Birmingham. 48009 or fax them to (810) 644-1314.

MONDAY, JULY 11

PUPPET SHOWS

"Pinochio" Takes the stage daily at 7 p.m. Saturdays at 11 a.m. and 2 p.m. Sundays at 1 and 3 p.m. Through July. Free admission. Meadowbrook Village Mall, Walton/Adams, Rochester Hills. (810) 375-9451.

FASH BASH TICKETS

Tickets for 25th annual Fash Bash at the Fox Theater, sponsored by Hudson's and the DAI Founder's Junior Council, on sale through date of event, Wednesday, Aug. 3, 8 p.m. Fash Bash features live auction, parties and theatrical fashion presentation. Tickets \$25-\$150. (313) 633-3323.

SAND CASTLE

90-ton, three-dimensional Looney Tunes sand sculpture, featuring a Tunes space march, on display through Aug. 15, in the Briarwood Grand Court, Briarwood Mall, S. State/Ebenezer, Ann Arbor. (313) 789-9810.

TUESDAY, JULY 12

MILLER TIME

Big Band sound of Glenn Miller Orchestra under the direction of Larry O'Brien, 5:30-8:30 p.m. Stage near Crowley's, Free to shoppers. Livonia Mall, Seven Mile/Middlebelt. (313) 476-1165.

KID'S MUSICAL

Live show mixes fairy tales with sing-a-longs. Kids

WEDNESDAY, JULY 13

PARK CONCERT

Jerry Green performs light-hearted music for kids and kids at heart. Noon. Bring brown bag lunch. Kallag Park, Maple/Plymouth. (313) 455-1453.

THURSDAY, JULY 14

SEWALK SALES

"The Original" Summer Sidewalk Sale through July 16. Midnight Madness on Friday, July 15 features entertainment, food, and late night shopping to 11 p.m. Downtown Rochester, Main/University. (810) 656-0092.

LUNCH FASHIONS

Clothing from Marguerite's, evening and special occasion wear, informally modeled. Noon to 2 p.m. Stage & Co. restaurant. The Boardwalk, Orchard Lake/S. Maple, West Bloomfield. (810) 835-8822.

WESTERN ROUND-UP

Country-western theme supports annual mall-wide sidewalk sale through July 17. On July 15 learn the dancing with Country Dance at 7 p.m. On July 16, participate in country talent contest at 11 a.m. Grand prize is a \$250 shopping spree. Also on July 16, enjoy Western Band 2-5 p.m. All on stage near Crowley's. Register kids to win "Lion King" movie tickets, plush toys and posters.

Livonia Mall, Seven Mile/Middlebelt. (313) 476-1165.

FOUNDERS FESTIVAL

Pick the cutest baby, enjoy refreshments, arts and crafts, sidewalk sales, kiddie rides through July 16. Parade from Orchard Lake Road down Grand River to Farmington Road begins at 10 a.m. on July 16. Farmer's Market every Saturday 9 a.m. to noon in the gasbo. Downtown Farmington. Grand River/Farmington. (313) 474-3440.

SEWALK SALES

Shoppers can register to win \$300 shopping spree or tickets to Meadow Brook Music Festival through July 17. Entry forms at all mall stores. Winners drawn July 18. Meadowbrook Village Mall, Walton/Adams, Rochester Hills. (810) 375-9451.

SEWALK SALES

Through July 17, First 300 shoppers each day win pair of shades as a bonus. Theater Arts Council of Farmington Hills presents "Sunline of Our Lives," July 18 at 1 and 3 p.m. East court. Westfield Shopping Center, Wayne/Warren. (313) 425-5001.

SEWALK SALES

Through July 17 summer and winter clearances up to 70-percent off. Oldies rock WOMB, hosts classic car show in parking lot on July 18 from 4-9 p.m. Customers can vote for favorite cars. Trophies awarded. 7-8 Farmington Village, Seven Mile/Farmington Road, Livonia. (313) 522-4100.

FRIDAY, JULY 15

KID ON THE TOWN

Annual street-dragging to host giant sidewalk sale, refreshments, entertainment, 6-11 p.m. Downtown Birmingham, Maple/Woodward. (810) 644-1700.