## MALLS & MAINSTREETS

## Opening from page 11A

The highlight of the opening will be a retrospective of Brooks Brothers memorabilis including Abraham Lincoln's graat cest, Franklin Delano Roosevelt's legisnday cape, an 1800's military uniform and portraits of famous customers.

The store will be the second in metro Detroit for the 175-year-old clothier. The Brooks Brothers store at the Somerset Collection in Troy (currently being remodified from top to bottom) has been open since 1982. The downtown better in the Penobacot Building was closed in the Penobacot Building was closed in 1897.

Fenobacot Building, was closed in 1987.

Last November, the company's Grosse Pointe store on Kercheval became a Brooks Brothers Outlet Shop. Here, Brooks Brothers bargini hunters can purchase over stocks and season-old mentality price seconding to sales as sociate Joann Moore.

Edward Turco, a Brooks Brothers executive vice-president, said the company's plans to open a Novi store is part of its strategy to locate in every major market across the country.

"We are also studying the demographics of the Ann Arbor area," Turco said. "The metro Detroit market is making a comeback and it's tied to the auto industry. Our realined cholding sales are strong in both the men's and women's departments."

Turco said sales are picking up

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as well for sport coats, blazers and slacks because more and more companies are instituting casual dress days.

dress days.
"The truth is, dressing down is a long-term trend," Turco said.
"And at Brooks Brothers, we can teach customers how to do it right."

teach customers how to do it right."

Historically correct

Brooks Brothers has been dressing presidents and financiers for generations, dropping names like Lincoin, Roosevelt, Kennedy, Astor, Rocksfeller and Morgan when reviewing its client roster. Despite its reputation for conservation, Brooks Brothers has also attracted the more stylish Hollywood crowd, including Clark Gable, Fred Astaire, Cary Grant, John Barrymore, Rudolph Valentino and Errol Flynn.

Spokswoman Geri Corrigan said "tradition" describes the retailer's fashion philosophy. This tradition comes across in the company's trademark, a sheep suspended by a ribbon, adopted in 1850. The label was formerly the symbol of British wool merchants, dating back to the 18th century when it was the emblem of the Knights of the Golden Fleece, founded by Phillip the Good, Duke of Burgundy. The symbol, worn over each knight's heart, expressed the sentiment that the knights were "Lamba of God."

Over the years Brooks Brothers created many firsts that became

Over the years Brooks Brothers created many firsts that became

classic styles of American dress. These include the button-down shirt, (50,000 sold annually) the sack sult, madras summer jeckets, allk foulard neckties, szylepatterned socks and pole shirts. Other Henois Brothers creations include the Brocksweave wash-and-wear sult introduced in 1983, made from a bland of darcen and polyester; the classic pink shirt for women which premiered in 1949 became a must-have all along the east coast; and the polo cost, introduced in 1916, fashloned after British design. The impact of the sack suit, introduced in 1935, revolutionized the clothing industry, Up until then, suits were sever at home or

the clothing industry. Up until then, suits were sewn at home or tailor made. Men's allhouettes were tubuler with padded shoul-ders. The sack suit was designed to fit all body types offering soft, natural shoulders, a single breast-ed jacket of straight lines and full; plain front trousers. It is regarded as the first genuinely American suit.

suit.
The suits have gone from \$75 to today's price range of between \$395 to \$695 for a fall suit.

Fiagain sails
The Brooks Clothing Co. was opened in 1818 on the corner of Catharine and Cherry Streets in New York by Henry Sands Brooks, a groer who brought together a group of visionary merchants to create new, practical clothing designs.

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