

# MALLS & MAINSTREETS

## RETAIL DETAILS

Retail Details features the latest openings, closings, new merchandise lines, personnel changes and other retail news around the Malls & Main Streets. Mail submissions to Retail Details, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax them to 810-644-1314.

### PERSONAL SHOPPER

Valerie Grimske joins Parisian Department Store in Livonia as Fashion Counselor and Director of the Personal Shopping Office. Grimske will assist clients in selecting co-ordinated business and casual attire and making proper gift selections. Prior to her position, Grimske worked in retail sales, marketing, management and modeling. To set up an appointment for shopping service call (313) 333-7628.

### ORCHARDS UPDATES

The Sherr Development Company, owners of the Orchard Place shopping center at 14 Mile and Orchard Lake Road in Farmington Hills, reports three new retail additions following a major overhaul of the center. Shoe Carnival is open, Borders Books & Music opens mid-November, and Michael's for crafts opens Oct. 20.

### ETIQUETTE CLASSES

The Somerset Collection in Troy tackles the importance of fine manners and social etiquette in a series of classes for adults and children. The classes are \$95 for three, two-hour sessions taught by Amanda Turner. There are three classes: Young adults ages 12-14 from 10 a.m. to noon; Young adults ages 15-18 from 12:30-2:30 p.m.; Adult women 6:30-7:30 p.m. on Oct. 8, 15 and 22. Call for reservations at (810) 643-6360.

### MODELING CLASSES

The Bear's Model's Club gets underway Oct. 8 for four sessions at the Fairlane Town Center store in Dearborn for girls ages 8-17. The national program helps youngsters build their self-esteem

### Yo-man Entertains



Pulling strings: Zeemo, a former teacher and 30-year yo-yo champion, brings a special show to Lakeside on Wednesday, Oct. 6 at 6:30 p.m. Zeemo's performance is part of the shopping center's free, monthly Family Night Concert Series.

while having fun with fashion. Girls will model for an audience, receive a free professional portrait, and discounts from the hair salon. For fees and registration forms call instructor Loraine Schultz at (810) 646-6250.

### DORIAN'S SHOES

Nancy Paley, owner of Edward Dorian, a woman's fashion store at 237 Pierce in downtown Birmingham, has opened Edward Dorian Shoes at 135 Pierce. The average price point is \$100, according to Paley who carries "fashion forward, not trendy" merchandise. Some of the shoe manufacturers at Dorian shoes include Anne Klein, Martine Valero, Charles David and Donald Plinen. The store is open daily, 10 a.m. to 6 p.m. Thursday 10 a.m. to 8 p.m.

### PARTICIPANT FOOTBALL

It's the University of Michigan versus Michigan State on Saturday, Oct. 8 and Participant is not playing favorites. Paper goods for

your football party are available in green and white, or blue and maize, along with mugs, scoreboards, shoelaces, garbage bags, stickers, invitations, chocolate footballs and balloons. Participant, an F & M subsidiary, has a catalog in Westland, Farmington Hills, Roseville, Taylor and Rochester Hills.

### OLD NAVY IS NEW

The Gap Inc. offers The Old Navy Clothing Company as the store for the '90s — lower price points, classic styles, good quality. The first Michigan location opened in September at Nine Mile and Woodward in a former Gap store.

Old Navy targets the "mass middle market" according to a spokesman, households earning \$20,000 to \$50,000 who typically buy 50 percent of the \$150-billion in apparel sold each year.

Old Navy carries clothing, warehouse-style for the entire family. There is also a Baby Department. Sample prices for Old

Navy merchandise include \$7 for 100-percent cotton T-shirts and \$22 for jeans (compare that to the Gap's \$34 jeans pricetag.)

### PARISIAN FASHIONS

The new Parisian Department Store at Laurel Park Place in Livonia presents its first fashion show to benefit a local organization, the Livonia chapter of the American Association of University Women. The AAUW extends an public invitation to "Swing Into Fall." Tuesday, Oct. 11 at 6:30 p.m. on the store's second level. A gourmet coffee and dessert bar will follow the show. Tickets are \$25 each to benefit the AAUW Scholarship Fund. For tickets call Carol Strom (313) 484-2733 or Irene Cameron (313) 484-8018.

### FRENCH INTERIORS

Jennifer Tobias-Turner and Leslie Benzer Locant have moved their Le Esprit Provençol store in Northville to 165 W. Maple in downtown Birmingham.

ham. Lovers of french fabrics and home design will want to visit the store, open daily 10-6:30 p.m. Thursday 10 a.m. to 6 p.m.

### NEW WATCH SHOP

The Triple Crown Watch Company is open at 1040 E. Maple near John R in Troy. Owners Thomas and Gerald Gerjick said their store is a full-service watch and repair company with a certified watch repairman always on duty. The store also carries various watch batteries and more than 4,000 watch bands. Hours are Monday through Friday 10 a.m. to 7 p.m. and Saturday 10 a.m. to 5 p.m. For more information call (810) 685-2777.

### GORMAN'S BENEFIT

More than \$20,000 was raised for the HAVEN in Novi during Gorman's grand opening benefit for the shelter last week in Novi. 400 guests paid \$50 each to tour the Drexel Heritage showroom, enjoying refreshments, music, entertainment and an rare exhibit of the Masco American art collection.

### FIVE AT FAIRLANE

Fairlane Town Center has opened five, one-of-a-kind stores: Fine Touch Tailoring, Four Hour Framing-Up, Gabriel

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Evans, Treasure Cache, and the Chinese Gourmet Express. Gabriel Evans sells shearing, leather and fur outerwear for men, women and children. Treasure Cache is a showroom for artisans. Also, the general managers at Fairlane and Lakeside have swapped locations.

For complimentary fall visitor information and hassle-free, no fee lodging and tee time reservations, call  
**1-800-TRAVERS**  
Traverse City Convention & Visitors Bureau

**HISTORIC Chesaning**  
Located Between First, Saginaw & Franklin  
**Country Autumn Folk Art Festival**  
October 8th & 9th  
This event held on the shaded lawns of the Old Home Shops and Market Street Square along Chesaning's historic boulevard  
Goody Closet  
"the hidden" Fall 1982  
• Over 100 Folk Artists  
• Free Admission — Free Live Entertainment  
Chesaning Chamber of Commerce (517) 845-3055

this is **Homecoming!**  
The incomparable Philadelphia Orchestra, resident orchestra for 49 consecutive May Festivals (1936-1984), returns to Ann Arbor for the first time in over a decade. Named "Conductor of the Year" (Musica/América, 1983), Musical Director Wolfgang Sawallisch leads the Orchestra in one of the season's most anticipated musical events.  
Richard Woodhams, oboe  
Tuesday, October 18, 8 pm  
Hill Auditorium, Ann Arbor  
Brahms: Variations on a Theme by Haydn, Op. 56a  
R. Strauss: Oboe Concerto  
R. Schumann: Symphony No. 2 in C Major, Op. 61  
This concert is presented in honor of Dr. and Mrs. Marian Harker.  
Adele Harker is a gift from the American Bank-Note House.

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### The Philadelphia Orchestra

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## Windows from page 6A

If indeed her window displays are works of art, they're "disposable works of art at best," according to Green. "They are just meant to be momentary in time. To be enjoyed by someone dashing by late for work, or someone who lingers appreciating the composition, lighting and the message."

In addition to designing 12-13 different window displays each year for some seven separate showcases, Green personally makes most of the backdrops and props. She shops everywhere for unique and interesting items to use in her displays, even collecting treasures along the beach on weekends up north.

Another facet of Green's work for Tiffany's is the "tableau" on the second floor that changes every six to eight weeks. The tableau is actually a mini stage set that tells a story and shows off Tiffany's products. Green works with

the store's staff to coordinate seasonal tableaus and arrange merchandise displays in the vitrines and wall cases.

She credits her parent's for her artistic eye which she says she inherited from her father, a writer, and her mother, a creative, "people person."

"I went to art school, studied psychology at Wayne State University, but most of my knowledge and ability is just me, the way I look at things... the sum of my experiences," she explained. "I'm a freelance display person. I worked for Wright Kay and Charles Warren. I guess when Tiffany's opened, former associates put in a few good words for me. I got this wonderful job that I can see myself doing for a very long time."

Aside from the creative release that display designing offers

Green, she enjoys Tiffany's support of the Michigan Opera Theater, the Michigan Humane Society, the Cranbrook Education Community and the Troy Schools, to name just a few. It's Green's energy and imagination that is tapped when the company is asked to create a table setting or window display to raise funds for a community project.

"I designed the T-shirt for this year's Humane Society fund-raiser, Bark in The Dark, Friday night, Oct. 7, at the Townsend Hotel in Birmingham," she said. "One of the things I liked best last year was working with Hamilton Elementary School in Troy to incorporate students' portraits of their mothers in a Mother's Day display for Tiffany's."

For the Michigan Opera Theater, Green came up with the tableau currently on display on Ti-

fany's second floor. Shoppers can get an up-close view of costumes worn by some of the opera greats who came to town recently.

The sophistication of Green's window art is evidenced in the Salute to Elsa Peretti which runs through mid-October. Green in a rare assignment by Tiffany's, was asked to capture the essence of designer Peretti on her 20th anniversary of designing for Tiffany's. Peretti's designs will be showcased by Tiffany's artists in their October windows throughout the country.

Does Green ever worry that she'll run out of ideas and themes for her window displays?

"Oh my gosh, no way," Green laughed. "There are millions of things I still want to do... so many things I enjoy. Ideas come from everywhere. I still have lots of surprises up my sleeve."

## Pro Fold from page 6A

plained. "I opened up a turtleneck to find a piece of tissue paper inside that the manufacturer was obviously using as a guide so each shirt could be folded into the same dimensions. I dashed home to pull a cutting board out from under my sink to use as my

own guide for folding."

Fraser said it worked so well she decided to create a sturdy, portable folding guide and market it. Surely others who travel or run businesses would buy it.

Her patent is pending. She's sold several through the mail af-

ter a story appeared in the Palm Beach Post about Pro Fold. And California Customs is test-marketing it in three states.

Fraser may not get rich with her "invention" but she's sure to win the appreciation of travelers and shop keepers looking for a way to

keep things straight.

To order a Pro Fold Guide, send a check or money order for \$7.50 (Pro Fold is \$5, plus \$2.50 shipping and handling) to Initially Yours, P.O. Box 240377, West Bloomfield, 48324.

## Barn from page 6A

next door at Gerald's," said Julie Packey of Bloomfield Hills. "There is something for everyone here. It's warmly decorated. As a mom, I found teacher's gifts, personalized items, and holiday decorations that I couldn't find anywhere else. When I changed salons, I was no where near the Village Barn and I noticed my hair, days weren't as much fun anymore."

Christine Murphy of Birmingham said she buys the cotton throws — one for each holiday through the year. Jennifer Folk of Birmingham comes in to study the themed Christmas trees on

the second floor. Sandy Barr runs the shop alone now, but her staff knows the merchandise just as well, and are ever-ready to offer suggestions and take special orders.

Several local artists got their commercial start at The Village Barn — Nan Manta, Mickey Martlock, Cynthia Holt Cummings and Michelle Mearns, creator of Mucky Duck Mustard.

Cummings' inspirational books on Christmas (86) are best-sellers at The Village Barn, each one comes autographed by the local writer who spends the day after Thanksgiving at the Barn, meet-

ing collectors and penning inscriptions. "Most of the Village Barn's merchandise I buy at the gift market in Atlanta each year," Barr explained. "But we especially enjoy highlighting local talent and many items are made by area craftsmen."

Each year thousands of Michigan gifters arrive for the Village Barn Quilt Show which doubles as a blanket-raiser for the Salvation Army. At this time of year, older male visitors crowd the shop aisles finishing off their day with a few early holiday purchases.

The Village Barn reported its

second floor of Christmas items this summer when the office next door closed. Pillows, hand-painted Christmas cheer sets, personalized ornaments, garland, mini trees, toys by Silvestri and Midwest Common Folks are just some of the top floor treasures.

Downstairs, paper goods, greeting cards, seasonal gift items and art line the walls. Shoppers comment on each other's selections and swap party suggestions.

The Village Barn is located on Franklin Road north of 14 Mile Road. For more information call (810) 661-7077.