

MALLS & MAINSTREETS

MONDAY, MARCH 27, 1995

48(F)

SHOPPING CENTERED



LINDA BACHRACK

It's almost time for beaching it!

Time to stuff that roomy beach bag with all of the essentials for a spring break vacation in the sun. I recently presented my beach bag finds to a gathering of the Newcomers Club of Rochester. My models for the evening were Seabold High School students Erin Kenyon, Sloane DeWesse, Kim Somerville and Mary-Brennan Bachrack.

My giant straw bag from Hudson's features a white sunflower and raffia bow (\$68). I packed it with every sun and sand necessity from insulated mugs to toys for the kids. Here's a checklist. Let's start with appropriate beachwear.

Sloane and Erin wear swimsuits and cover-ups from Roslyn's Intimate Apparel, 29831 Northwestern Hwy. in Southfield. Sloane's black-

and-beige stripe suit by Gortex (\$109) is topped with a black open-weave dress (\$48). Erin wears Gideon Oberon's tropical print suit with a striped chiffon bodice (\$123) and a white cotton dropped-waist dress (\$25). Both models protect their feet from the burning sand with Jag's lycra-strapped thong and sandal (\$29). Erin wears a matching vis-

or (\$12) at Roslyn's.

Sloane's fun in the sun includes a game of Kooze Paddleball (\$24) at F.A.O. Schwarz in the Somerset Collection in Troy, and when it's time to just lay back and catch some rays, she dons her waterproof Sony Sports Walkman (\$64.95) at Hudson's. Erin quenches her thirst with a sport bottle equipped with a handy straw and a built-in freeze compartment (\$4.99) at Hudson's Market-place. Her shades are sure to turn heads. They're by Paul Smith at Ana Courant in the Somerset Collection (\$202).

Kim and Mary-Brennan (not pictured) greet the sun in classic navy and white. Kim's chic beach ensemble includes a nautical suit by Gortex trimmed in white braid (\$90), with a matching wrap tennis skirt from Neilman Marcus (\$98); navy and white striped rubber thongs (\$14) and bright white Jackson O sunglasses (\$42) from J. Crew at Somerset; and a whimsical cotton "lips and cherries" scarf (\$30) from Jacobson's. To cover up, Charlotte's, a Rochester recommends hand-painted cotton separates by Alegre (\$32-\$56). The tropical fish print is perfect on Kim's sailor-look swimsuit.

Adrienne Vitelladi in the Somerset Collection outfitted Mary-Brennan in a navy-and-white daisy print sundress (\$122) and navy sneakers. She adds some fun with a rubber ankle bracelet by Cleverwear from The Print Gallery, 29203 Northwestern Hwy. in Southfield (\$19).

Skin deep

Skin care is always a concern at the beach. I looked to Lori Karbel in Birmingham for some sun products. She filled a pink terry cloth pouch with must-haves from Kleb's including Tan-Smart, Not-Fast (\$17.50), Ultra Fast Moisturizer SPF 13 (\$27), a Vitamin E moisturizing eye stick SPF 18 (\$15.50) and Creme With Silk Groom to condition sun-dried hair (\$15.50). Lori also recommends Abra Moisture Therapy Bath and Deodor Ho's magical skin lotion with also vore for apres-sun skin soothers.

Don't forget a good book, a rubber pegmark (\$3.99) and some writing paper (\$13.99) from Penn & Pals in Rochester. And for the kids a Museum of Modern Art Fun Pack (\$10.95) and some Zolo fun shops for creative sand castles (\$39.95) at The Print Gallery.

Linda Bachrack is a Birmingham resident. You can leave her column ideas at (313) 963-2047, mailbox 1880, or fax them to (810) 644-1314.

LOOKING AHEAD

What to watch for in Malls and Mainstreets next week:

- Linda Bachrack goes shopping for baby shower gifts.
- Added Attractions lists the special events at your favorite shopping centers.
- Retail Details keeps you posted on what's hot in the marketplace.



Serving shoppers swiftly

A monthly feature of the Malls & Mainstreets section is More Than You Bargained For, where shoppers nominate excellent sales people they've encountered at the Malls and Mainstreet shops. This month, Irene Nosakowski of Livonia relates her shopping experience with Rose Marie Calus of Hudson's.

A few months ago I went to the Electronics Department at Westland Mall to buy a Christmas gift for my husband. Salesperson Rose Marie Calus assisted me immediately.

The questions I asked her about the Bose Lifestyle System I wanted to buy were promptly answered. I made a comment about the size of the box fitting into my trunk and so Rose Marie took me to the storage area so I could see the size of the box for myself and determine whether or not I could fit it into my car or make delivery arrangements. I decided it would fit and then asked how soon it would be in pack-

See SERVICE, NEXT PAGE



JIM JACQUEL/STAFF PHOTOGRAPHER

Never keep the customer waiting: Rose Marie Calus sold and delivered an item to a customer before the shopper even had to ask for her help.

We're seeking super salespersons

We're shopping for shopping stories about extra special sales people. If you've had a recent shopping experience where a sales associate went above and beyond the call of duty to provide customer service, Malls & Mainstreets wants to hear about it!

Drop us a few lines describing the shopping situation and don't forget

to name the store and shopping center or main street involved. Those accounts published on the Malls & Mainstreets pages each month will win an Observer & Eccentric shopping tote for the sales associate and the shopper!

As an added bonus, those nominated have told us they've been featured in their company newsletters and received gift certificates or mer-

chandise for the notoriety. It's a nice way to say thank you to a business person who goes that extra mile to assist and make life easier.

Send your story to: More Than You Bargained For, c/o Malls & Mainstreets, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Be sure to include your name, address, and daytime phone number.



JIM JACQUEL/STAFF PHOTOGRAPHER

Beautiful beads: Jewelry designer Jacqueline Leitson of West Bloomfield reflects upon her newest creation. The pearl choker is connected to a long strand of pearls that can be draped down the back. \$416. Matching earrings \$95.

A designer's roots are in her tool box

BY LINDA BACHRACK
SPECIAL WRITER

Jole de vivre — Joy of Life. When Jacqueline Leitson, 34, decided to parlay her passion for jewelry into a custom design business, she searched for the words to describe the way she felt about her dazzling bead collection. Baubles, bangles and beads, she



realized, were the joy of her life and so a career was born.

Leitson's jewelry designs, Jole De Vivre, grew out of the contents of a tool box and blossomed in an exclusive private label display case at Baks

Fifth Avenue in the Somerset Collection, Troy.

Her designs incorporate antique and ethnic beads, semi-precious stones, crystal, metalized acrylics, Japanese pearls, and gold accents. She enjoys combinations of textures and finishes, alternating shiny with matte and antique with contemporary. Most of her beads and stones, though mined throughout the world, are found locally or in New Mexico. Every piece is different, a reflection of her personality.

"I don't like routine in my life or my work," she said. As a result, her jewelry celebrates the uniqueness of different cultures, from a hand-carved and painted bone chinaman stick pin to a Moroccan amber necklace with red and yellow tiger eye beads. Prices

See JEWELRY, NEXT PAGE

ADDED ATTRactions

Laurel Park Place, Six Mile/Newburgh, Livonia.
(810) 591-7885.

AXIS CONCERT
The Charlie Gabriel sextet performs. 6-7:30 p.m. Food court area. Free to shoppers.
Tel: Twelve Mile, 12 Mile/Telegraph, Southfield.
(810) 353-4111.

FRIDAY, MARCH 31

FORMAL MODELING
M-Don and the Gap presents fashions noon-2 p.m. at D. Davidson's and Allen's American Gifts at the Marriott.
Laurel Park Place, Six Mile/Newburgh, Livonia.
(313) 462-1103.

SATURDAY, APRIL 1

CHILDREN'S CONCERT
National kids recording artist Norman Foote performs 1 p.m. in the Performing Arts Court. Free. The Peter Rabbit makes a special appearance at the finale. Rabbit remains through April 15 to pose for Easter photos with visitors.
Lebanon Mall, M-56/Schoenherr, Sterling Heights.
(810) 247-1744.

KIDS SPRING PHOTO
Use baby towels 2-6 weeks old plus by Luvette Loriot's children's specialty shop to pose with little ones for spring. 1:30-4:30 p.m. Photos taken by Photographers International of Franklin. Reservations requested.

Maple/Laurel, Bloomfield Hills.
(810) 644-7770.

BUNNY BREAKFAST
Hudson's restaurant host morning of breakfast, storytelling and visits with Easter Bunny. 9 a.m. Tickets \$7.50 per person. Reservations required. April 2 at 9:30 a.m. Fairlane; April 8 at 9 a.m. Eastland; April 15 at 9 a.m. Southland and Northland. Westland Center, Wayne/Warren.
1-800-202-2450.

BUNNY PHOTOS
Keepsake prints in center court with the Easter Rabbit. Daily through April 15, 11 a.m. to 7 p.m. Sunday, noon-5 p.m. Photos start at 10 a.m.
Laurel Park Place, Six Mile/Newburgh, Livonia.
(313) 462-1100.

EASTER BUNNY ARRIVAL
Sing-a-long ends with Easter Rabbit's arrival. Noon. Center court. Special gift to guests. At 1 p.m. Crowley's Fashion Board presents a spring show with the latest looks and lines.
Tel: Twelve, 12 Mile/Telegraph, Southfield.
(810) 353-4111.

KIDS SNOW
"Sleeping Beauty Meets the Easter Bunny." 10 a.m. Stage near Crowley's. Ends with Easter Bunny arrival. Complimentary show presented by Top Hat Productions.
Livonia Mall, Seven Mile/Aldisbrook.
(810) 478-1100.

SUNDAY, APRIL 2

MISSO SNOW
An Camody performs. Food court area. 1 and 2 p.m. Free.
Tel: Twelve Mile, 12 Mile/Telegraph, Southfield.
(810) 353-4100.