

MALLS & MAINSTREETS

MONDAY, APRIL 10, 1995

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SHOPPING CENTERED



LINDA BACHRACH

She travels best with just one bag

Thirty years of international travel has made Lynn Portnoy a seasoned expert. Add to this her keen sense of style and fashion, and the boutique owner is eminently qualified to conduct a seminar on "Traveling in One Bag." On March 30, the Village Woman's Club of Beverly Hills was treated to Portnoy's packing do's and don'ts at a presentation held in the courtyard behind her shop at 306 W. Fourth St. in Royal Oak.

Three club members were chosen to model clothing that would easily take them on a 10-day vacation anywhere in the world. "Just remember to dress for your locale," advises Portnoy. "Dress up in Paris and down in L.A. With a few additions to your basic wardrobe pieces, you can travel for days."

Here's a brief recap of her presentation: Start with a versatile piece of luggage. One large and one small carry-on are all Portnoy recommends. Savvy travelers have waiting around the carousel at the airport. "If the plane arrives at noon, I'm hailing the taxi at 12:02," says Portnoy. Travel wears wear by TravelSmith's "Solution" Bag (\$119). The heavy-duty cordura bag is both a suitcase and a backpack. It has a hidden compartment that allows 1,000 extra cubic inches and a front pouch that becomes a daypack. Call (800) 950-1600 for a free catalog.

Nix the robe
For a 10-day trip, Portnoy suggests taking five bottoms, two jackets, eight tops and a raincoat. "A trench coat pulls together an ensemble," she says. And there's no need to pack a robe. Just throw on your trench if the hotel room is chilly. She also recommends three pairs of shoes and socks in lieu of slippers. When packing, "put the socks over your shoes and tuck your hosiery inside the toe of the shoe."

Sneakers are a no-no, according to Portnoy. They target you as a tourist, especially in Europe. Wear a cute and comfortable rubber-soled suede sandal instead.

Plan your wardrobe in three coordinating colors — two neutrals and one accent color. That way everything will mix and match.

No wrinkle woes
Packable fabrics are key. "Silk or cotton knits work best," says Portnoy. "Never pack an iron. Lightly steam your clothes in the shower or have the hotel press for you."

To eliminate wrinkles, Portnoy has a tried-and-true packing tip: Layer folded clothes over men's suit hangers from the cleaners. Cover the hanger with a plastic bag, making sure to squeeze all the air out of the bag. Then put in suitcase.

Irene Davis wore the audience in rust, taupe and beige coordinates. A Japanese-style long tunic by Mochino over cotton pants was interchangeable with a taupe silk cardigan, beige pants and silk walking shorts.

Sunny Osmer's ivory cotton coat covered ivory, brown and blue travel-friendly pieces. She built on a base of brown cotton pants, an ivory tunic and a sky blue shirt jacket.

Liz Hurba's wardrobe flattered in peach, bone and black. Her bone wool wrap suit was accented with a taupe cotton sweater and peach chiffon scarf. Scarves are perfect accessories to the outfit together and give them a dressed-up look, as are simple silk ties and vests. A straw hat is a must.

Patricia Underwood's delicate beehair straw brims with rayon knit covers are chic and easy to pack. \$275-\$450 at Neiman Marcus in the Somerset Collection, Troy.

Finally, take small, soft-cover travel guides and sample-size cosmetics. Travel light and travel smart. Bon Voyage!

Linda Bachrach is a Birmingham resident. You can leave her column ideas at (810) 953-2047, mailbox 1809, or fax them to her at (810) 644-1514.

'Comfort dressing' rules the workplace



Whether you call it business casual, work day casual, dressing down or relaxing the fit, the revolution has begun to less traditional, formal outfits in the work place. Confused? You're not alone.

BY SUSAN DEMAGGIO
STAFF WRITER

It really bothers businessman Bruce McAvoy of East Lansing that Bill Gates, president of Microsoft, holds press conferences to announce multi-million dollar deals on international television wearing a golf shirt.

But like it or not, Gates' fashion statement sends a message that echoes through the halls of corporate America giving new meaning to phrase "dress for success."

The Wall Street Journal recently reported that employees who don't go along with casual dress codes are often teased by co-workers who do.

"The change has definitely triggered its own brand of stress, leaving people somewhat confused about the best way to dress down and still look like they mean business," said Ava Demonia marketing director for the Fairlane Town Center in Dearborn. The mall sits in the heart of Ford Motor Country which recently converted to full-time business casual for all of its executives and office workers.

"People know they can't go from suits to slippers, but they're not exactly sure what to wear."

To help, Demonia interviewed fashion retailers at the center for tips on casual dressing.

"Their biggest guideline was to remember that 'home casual' and 'work casual' are two different

styles," she reported. "The sweatshirts and jeans that feel so good on a Saturday afternoon do not work in the office."

She advised workers to "start at the dresser end of casual and work down if you feel you're over-dressed."

The trick is to choose versatile clothing that is a little softer, and a little more relaxed — in styling and fabric — while maintaining an overall coordinated image."

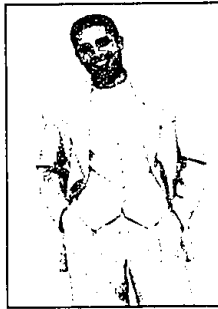
Arlene Goldstein, director of fashion for Parisian stores, said that "casual" does not mean "sloppy."

"Casual business attire is clothing that allows you to feel comfortable at work yet always looks neat and professional," she said adding that two-thirds of American employers now allow casual clothing in the work place. "However if your job requires you to meet with clients, be prepared for unscheduled client visits. Men, keep a dress shirt, tie and sportcoat in the office and women, store a simple coat dress and pumps."

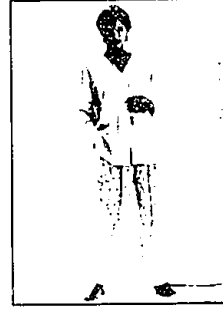
Colby McWilliams of Neiman Marcus said business casual is no longer a "fashion trend," but rather an international change in lifestyle that has been coming over the last two decades.

"The work world has changed," he pointed out. "Most people don't sit in meetings, they work through their

See CASUAL, Next Page



Ready for anything: This relaxed linen suit features a three-button jacket and double-pleated trousers. The vest adds pizzazz. From Tommy Hilfiger at Parisian.



Simply super: Casual Corner has the long, loose tunic over drawstring pants for comfort and ease of movement. Accessories like the simple neckline keep the look polished.

How to look 'casual'

Still confused about putting together a less-formal work wardrobe? Take these tips from the experts:

- **Women:** Get a basic wardrobe of separates. Include white poplin or chambray shirts, knit or woven vests, casual trousers, relaxed blazers, classic sweaters, jumpers, casual dresses, scarves and slip-on flats, patent leather loafers, or low-heeled sling-backs.
- **Men:** Learn to mix and match casual separates. Relaxed sportcoats, casual pants, vests, sweaters, braided or stitched belts, shirts with banded collars, leather

- suspenders, whimsical ties, leather deck shoes, saddle shoes.
- **Casual suits** have the soul of sportswear, dressy enough to wear with a tie, relaxed enough to wear with a sportshirt. The three-button sportcoats are long and lean, just button the top button for emphasis.
- **Consider vests.** Hot items for both men and women. Vests polish off a look worn with pants or skirts.
- **Consider cardigans.** New sweaters are looked upon as knitted sportcoats.
- **If in doubt** over the appropriateness of an item, take cues from your supervisor.



DAN DEAN/STAFF PHOTOGRAPHER

Mainstreet devotee: Susan Sivak said celebrating her 10th anniversary as owner of Barbara's Paper Bag in Birmingham is a dream come true.

Down on MAIN Street

She sells stationery with style

BY SUSAN DEMAGGIO
STAFF WRITER

One customer wanted personalized change of address cards with an image of the Eiffel Tower proclaiming his move to Paris for six months.

See BARBARA'S, Next Page

All retail businesses in suburban Malls and Main Streets are invited to submit announcements of upcoming events and promotions for **Added Attractions**. The deadline is the Wednesday before publication on Monday. Send the facts to: Malls & Mainstreets, Observer & Economic Newspapers, 805 E. Maple, Birmingham, 48009. Or fax to: (810) 644-1314.

MONDAY, APRIL 10

BURRY PHOTOS

Last week for photos with the Easter Bunny at the following shopping centers: Livonia Mall, Westland Mall, Laurel Park Plaza, Westland Center, Oakland Mall, Summit Plaza, Northland, Meadowbrook Village Mall, Tel-Twelve Mall, Twelve Oaks, Fairlane, Lakeside and Fairwood. Prices start at \$45 most centers. Water Center, Wayne/Warren. (313) 425-6001.

STORYTIMES

Grandma Carol reads spring stories in the playland area near Kohl's daily 1:30, 4:30 and 6:30 p.m. Saturday 12:30, 3:30 and 6:30 p.m. Sunday 1:30 and 4:30 p.m. Sweetie Potatoes Market Rye Monday-Friday 12:30 and 3:30 p.m. Saturday 11:30 a.m. 1:30 and 4:30 p.m. Sunday 12:30 and 3:30 p.m. Maple Brownie daily 10:30 a.m. Boney Puppet Adventure daily 11:30 a.m. Egg Decorating daily 10 a.m. to 1 p.m. Sunday noon to 3 p.m. Summit Plaza, Telegraph/Elizabeth Lake, Waterford. (810) 882-0123.

TOTE CARRYWAY

Adults spending \$100 or more during a trip to the mall through April 15, receive a free tote bag. Details at the information desk. Oakland Mall, 14 Mills/John R. Troy. (810) 545-0001.

INFORMATION SERVICES

Dresses at Oger's Kitchen can see mall fashions modeled by area residents noon to 2 p.m. and 5-7 p.m. through April 15. Mac-Ape blood pressure monitoring 9-10 a.m. meet information booth at the entry of St. Mary's Hospital, April 11-13 Health-O-Rama throughout the center. Free and low cost health tests and information booth, 10 a.m. to 6 p.m. Westland Mall, Middlebelt/Plymouth, Livonia. (212) 522-4100.

ADDED ATTRACTIONS

TUESDAY, APRIL 11

NETWORKING PROGRAM

Free business network meets 5:30 p.m. Roy's Lounge. Bring business cards and present to speak for 2-5 minutes about your product or service. 1536 Crooks, Cleveland-Troy area. (810) 549-8533.

WEDNESDAY, APRIL 12

COUNTRY CLASS

Line dancing for adults 2-3:30 p.m. Sears Court. Rescheduled April 26. Free. Livonia Mall, Seven Mills/Middlebelt. (810) 476-1180.

MUSCO'S PRESENTS SPRING COLLECTIONS

Commentated by fashion director M. J. Burns, 7 p.m., Oval Room. Twelve Oaks, 12 Mills/Hovl. Nov. (810) 344-7042.

THURSDAY, APRIL 13

JAZZ CONCERT

Buddy Budge and Ursula Walker quartet performs. 6-7:30 p.m. Food court area. Free to shoppers. Tel-Twelve Mall, 12 Mills/Telegraph, Southfield. (810) 353-1111.

INFORMATION SERVICES

See fashions from Marguerite Boutique, modeled during lunch from noon to 2 p.m. Stage & Co Restaurant, Orchard Lake, A. Maple. West Bloomfield. (810) 955-8822.

FRIDAY, APRIL 14

FASHION BURRY

Jacobson's presents "April in Paris" to benefit the YES Foundation 6:30 p.m. International Room. Buffet included. Tickets \$30 per person. Everyone invi-

ed. YES prepares inner-city youth to enter the suburban job market. 336 W. Maple, Birmingham. (810) 644-8588.

SATURDAY, APRIL 15

BURRY BREAKFAST

9 a.m. Jacobson's presents spring fashions during the Burry Breakfast at the Community House. Reservations required through the Chamber of Commerce. Suits/Men's, Birmingham. (810) 644-1000.

MADELINE MARCH

Costumed doll visits the center in "Madeline and the Dog Show," 10 a.m. noon, 2, 4, and 6 p.m. center court. Enter drawing to win Madeline doll and video. Also, bring a photo of your pet to enter "Coolest Pet" contest. Entrance fee; donation of pet food for the Humane Society. Westland Mall, Plymouth/Middlebelt, Livonia. (313) 822-1100.

JAZZ CONCERT

Saxophonist George Benson performs 12:30 p.m. Parisian Court. Informal modeling of fashions from Joe. A Banks, Mothers Work Maternity, and Petite Sophisticates. Laurel Park Plaza, Six Mills/Newburgh, Livonia. (313) 462-1100.

EASTER EGG HUNT

Kids up to age 12 invited. 2 p.m. around the grounds of Canterbury Village. Prizes. Complimentary Easter Bunny photos. Old World Canterbury Village, 1-75, exit 83, north on JoAnn, Lake Orion. (810) 501-8700.

CHARACTER VISITS

Children invited to meet costumed character Cordy Bear 12-4 p.m. Jacobson's children's department. At Birmingham store meet the Easter Bunny 12-4 p.m. Laurel Park Plaza, Six Mills/Newburgh, Livonia. (313) 501-7880.

SUNDAY, APRIL 16

EASTER BURRY

Malls are closed for the holiday.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- **Retailing the "Lead & Bone" business.**
- **Linda Bachrach** shops for items at the cosmetics counter under \$10.
- **Added Attractions** lists events at area shopping centers.
- **Retail Details** bring you on store openings and closings.