

# MALLS & MAINSTREETS

MONDAY, APRIL 17, 1995

48(F)

## SHOPPING CENTERED



Linda Bachrach

## A healthy 'glow' follows the facial

What's not to like? Snuggly wrapped in thick, warm blankets, gentle hand-tooled rhythmic massage, cleanse, moisturize and stroke my delicate facial tissues. The soft music, hot-towel applications and herbal scents combine to relax me into near sleep.

If your idea of a facial is the old standard Eastern European cleansing, steaming, squeezing, squeezing and mask routine, you're in for a surprise. There are dozens of new approaches to the quest for perfect skin. High-tech treatments include aromatherapy, Shiatsu massage, Oriental herbs, peels and electrical manipulation. Beware the hype. After all, you're simply looking for improved skin and a couple of hours of pampering.

I checked out two new facial treatments touted by local aestheticians. As promised, my face emerged with a healthy glow and a supple feel.

### Magie fingers

Nakao's hands feel like experience. She brings her Shiatsu massage expertise to Dol-Vando, her skin care and day spa. Shiatsu is an ancient Japanese art that involves finger pressure applied to specific vital points or "tsubos." Nakao is highly trained in its techniques and the massages pressure points in the face and neck to enhance circulation and de-stress muscles during her facials. She demonstrates the massage on hair stylist Shervan Distelreth of Dearborn Heights, emphasizing the sensitive eye area.

Nakao combines Shiatsu with her new state-of-the-art Alpha Lifting Intimate Treatment, which is a deep skin lifting with fruit acids.

Ah ha!

You've probably heard today's newest buzz-letters, AHA. Alpha Hydroxy Acids are a group of naturally occurring substances found in a variety of fruits, sugar cane and sour milk. Cleopatra bathed in sour milk to soften her skin and the ladies of the French court applied a potion of fermented wine to keep their skin smooth and bluish-free. Unknown to them, the positive effects they obtained from these remedies were due to AHAs.

Recent scientific research has shown that AHAs work to loosen the outer skin layer, precipitating a sloughing of dead skin cells. Cold cream turnover is normalized allowing the skin to appear youthful once again. AHAs also act as moisture-binders, helping to clarify problem skin, balance skin tones, and reduce the appearance of fine lines.

The AHA facial consists of cleansing, revitalizing, a steam vitamin mask, emulsion and an application of a wheat germ treatment. This, in combination with a therapeutic Shiatsu facial massage, is Nakao's secret to rejuvenation. The Dol-Vando Skin Care & Day Spa is at 1921 South Telegraph in Bloomfield Hills.

In Novi, the newly opened Belona's Nadwa & day spa, 42326 11 Mile in the Novi Town Center, specializes in a Cold Cream & Hyaluronic Acid Treatment. Perfect for this time of year when winter weather has left our faces dry and flaky. This treatment is ideal for dehydration in young or older skin. Facialist Starr Martindale applies the nothing but to Turi Pearce of Pleasant Ridge.

The three-step treatment involves two peels that moisturize and replenish and a Bio-Thermal Mask that blends heated mineral powders to ensure the proper delivery system for the active ingredients. According to Nadwa, "this is a remarkable preventive care treatment which intensively prepares the skin and reinforces its resistance to the aggressive effects of the weather, such as sun, sea, wind or cold."

Linda Bachrach is a Farmington resident. You can leave her column ideas at (313) 923-3047, mailbox 1889, or fax them to her at (810) 644-1214.

## LOOKING AHEAD

- What to watch for in Malls & Mainstreets next week:
- A Succesorship story.
  - Linda Bachrach shops for the best cosmetic buys under \$10.
  - Added Attractions lists events at area shopping centers.
  - Retail Details briefs you on store openings and closings.

## 'Earthy' fashions hit the mainstream



The 25th anniversary of Earth Day is Saturday, April 22. To celebrate, let's shop the area malls for merchandise that is eco-friendly.

Americans have begun dressing for Earth Day 1995 by wearing sweaters spun from soft drink bottles and athletic shoes made from tire rubber and discarded diapers.

"Eco-friendly merchandise brings waste products from the landfill to the mainstream," said Karen MacDonald, communications manager for the Taubman Co. of Bloomfield Hills, which operates four area shopping centers — Twelve Oaks in Novi; Fairlane Town Center, Dearborn; Lakeside in Sterling Heights; and Briarwood in Ann Arbor.

"Although eco-fashion comprises only 5 percent of today's \$120-billion retail industry, corporate giants as diverse as The Gap, Nike, Wamsutta, Jantzen, L.L. Bean, and Patagonia have all begun to ease into comfortable, durable and environmentally responsible apparel and bedding," she said.

Joe Henriques of the American Textile Manufacturers Institute said most ecofriendly products currently on the market fall into one of three categories: those made from post-consumer wastes, such as recycled plastic bottles and food items; those made from pre-consumer wastes, such as scraps normally wasted in the manufacturing process; and those made from organic fibers and produced using environmentally friendly methods such as natural and low-impact dyes.

"Basically," you can dress yourself from head to toe in recycled products," she said. "Our major custom-

ers are telling us they prefer to buy from companies that are environmentally responsible. There's a real push in this area."

By way of proof, she said production of organic cotton in the United States increased four-fold between 1993 and 1994 from 9,600 to 40,000 acres.

Shoppers who wish to explore some natural options will find a good selection available from these retailers:

■ Foot Locker. Nike shoes that use recycled soles.

■ The Gap. ECOGap crew and button-down T-shirts and shorts made from 100 percent organic cotton free of pesticides.

■ Contempo Casual. Recycled jeans.

■ GapKids. Jeans from 50 percent recycled denim.

■ Truck N' Trail. Athletic shoes with recycled soles, brands vary by center.

■ Lord Taylor. Women's ECOChoice slippers in three styles all-clip, moccasin and over-the-ankle bootie made from recycled fleeces and recycled cotton knits on supple vegetable tanned leather soles.

■ Silby's Shoes. Women's Better World ECOton socks from respun mill trimmings. Also, Maretta socks from 100 percent unbleached cotton.

■ The Body Shop. Shaving/travel bags made from old innertubes; wooden soap savor dishes from reclaimed wood; plastic combs that read, "Once a bottle from The Body Shop — now a comb!" There's also a

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## Open for business



JERRY ZOLYNSKY/STAFF PHOTOGRAPHER

Frankie & Debbie's debuts: Frank and Debbie Caruso recently christened their third "funny" clothing store on West Maple in downtown Birmingham. The shop carries young lines from California and is out-doing the business goals set for the first week according to Frankie. In this photo, manager Melessa Steward delivers an outfit to a customer.

## Silk pies from Alaska with Love

BY SUSAN DEMAGGIO  
STAFF WRITER

When you think Alaska, you think pies and pipelines, right? OK, maybe pipelines, but not pies.

That is, not until now.

For the past 10 years Phyllis Buzzini of Anchorage, Alaska, has been selling her "sinfully decadent" Alaskan Silk Pies to fine restaurants throughout the country and the thousands of tourists who visit Alaska each year.

Since 1980, Neiman Marcus customers have been able to order Alaskan Silk pies from the NM catalog. Recently these rich desserts were added to the menu in Neiman's Cafes and made available through the Epicure Department. To celebrate her

company's growth, Buzzini flew south to tour a few of the Neiman Marcus stores and have lunch with customers. She came to Troy last week to meet her Midwest fans and share the secrets of her success.

"I started Alaskan Silk Pies 10 years ago with a \$500 unemployment check," she vivaciously told a captivated audience. "It was the spring of 1985 and I just closed the doors of the wine bar I owned in Anchorage. I didn't know what I was going to do next. While going over the books, I noticed that each month we were selling a thousand dollars worth of the chocolate silk pies on the menu."

It dawned on Buzzini that she might be able to build business around these chocolate silk pies.

"I had a friend who owned a restaurant in town and I persuaded her to let me use the kitchen at night after the restaurant closed," Buzzini explained. "I had no cooking background. I worked from 6 p.m. to 6 a.m. reading every dessert cookbook I could find and experimenting to master a silk pie formula that was unique and the best in the market. I peddled my first silk pie through a local deli and used all the money I earned to buy more inventory to make more pies."

In search of the best silk around, (silk is a cross between mousse and fudge to fill a pie with a handpoured crust of pecan pralines, anise biscotti,

See PIES, 6B



Silk treasures: Phyllis Buzzini stands outside the Anchorage headquarters of her restaurant/bakery.

## ADDED ATTRACTIONS

For those 10-to-16, 7 p.m. Reservations required.  
20244 Ford Road, Garden City.  
(313) 427-6870.

### DIA SHUTTLE

Roundtrip bus service between mall and Detroit Institute of Art Museum. Leaves mall at 9 and 11 a.m. for the DIA. Leaves museum for mall 2 and 4 p.m. \$8 ticket includes bus fare, museum admission, docent-guided tour. Time for lunch at American Grill or Kresge Court Cafe and browsing in museum shop. Next trip: May 17. Tickets through DIA Museum Store. Twelve Oaks. 12 Mile/Novi. Nov. (313) 633-1719.

### THURSDAY, APRIL 20

### SPRING CRAFTS

Arts and crafts for display and sale throughout the mall during regular business hours until April 22. Westland Mall. Westland/Plymouth. Livonia. (313) 522-4100.

### PRODUCT DEMONSTRATION

Brands Army of Halcyon Days shows how enamel bones are made from start to finish. 11 a.m. to 4 p.m. Jacobson's Fine Jewelry. In Intimates Department. Sandra Crump from Wacal. 11 customers 11 a.m. to 3 p.m. 3301 W. Maple. Birmingham. (810) 644-8900.

### JAZZ CORNER

Charles and Owen Scales perform. 6:30-7:30 p.m. Food court area. Free to shoppers. Tel-Twelve Mall. 12 Mile/Telegraph. Southfield. (810) 353-4111.

### DISPERSED SHOPPING

See fashion from Betta Apple's boutique modeled during lunch from noon to 2 p.m. Stage & Co Restaurant. Orchard Lake, N. Maple. West Bloomfield. (810) 955-6622.

### FRIDAY, APRIL 21

### JOINED ART FAIR

Fourth Annual Art Fair "Inside Art" through April 23.

4-8 p.m. Saturday 10 a.m. to 6 p.m. Sunday noon to 5 p.m. Produced by N-Squared Productions. Benefits Variety Club. Works from 47 artists in ceramics, basketry, pottery, glass, printmaking and photography. Free admission. Crosswicks Mall. Lone Pine/Orchard Lake. West Bloomfield. (810) 540-4141.

### DISPERSED SHOPPING

Featuring styles from a Pee in the Pod and The Limited during lunch at D. Donnell's and Alle's American Grill, noon to 2 p.m. Laurel Park Plaza. Six Mile/Newburgh. Livonia. (313) 482-1100.

### SATURDAY, APRIL 22

### OX MUSICAL

Dorothy, the Tin Man and the Cowardly Lion perform musical salute to The Wizard of Oz. 11 a.m. and 6 p.m. Center court. Stars Pamela Martin. Free. Oakland Mall. 14 Mile/John R. Troy. (810) 565-0000.

### GILBERT REVERSED

Meet Dawn West, aka castaway Mary Ann, from Gilligan's Island 1-4 p.m. The Decades shop hosts the star who signs copies of her trivia-filled cookbook. The store has pop-culture/hostalgia items of interest to fans and collectors. 110 West 4th Street. Royal Oak. (810) 399-0535.

### KIDS MAKING

Mall's Kidworld Club hosts a kids making seminar 11 a.m. and 1 p.m. center court. Materials provided. Complimentary. Young shoppers welcome. Tel-Twelve Mall. 12 Mile/Telegraph. Southfield. (810) 353-4111.

### FULLER FASHION FARMHOUSE

Meet merchandise representatives who'll assist with selections of After 5 dresses, sizes 14 to 26 from Judith Ann, Jovani, Heiler-Egan and Katherine Lindsay. 10 a.m. to 6 p.m. Repeated April 22 noon to 5 p.m. Appleton Square. Northwestern. 12 Mile. Southfield. (810) 354-4060.

### MONDAY, APRIL 17

### FREE GOOD CLINICS

Learn to give yourself a facelift. 7 p.m. Complimentary. 12 Mile. Lower level. Open to the public. Call to reserve a seat. On April 18, free seminar on arthritic diet. 7:15 p.m. Mulwood Square. Grand River/Draha. Farmington Hills. (810) 615-4100.

### TUESDAY, APRIL 18

### NETWORK MEETING

Free business network meets 6 p.m. Bring business cards and prepare to speak two to five minutes about your business or product. Nicole's Revival Shop. 958 Newburgh. Westland. (313) 729-1234.

### RACE REGISTRATION

Jacobson's offers registration for the Race for the Cure Run on Saturday, April 22 at the Detroit Zoo, sign up from 10 a.m. to 6 p.m. Receive a free commemorative tote bag. On April 20, Sue Blue from Amorena Prosthetics fits post surgery patients. Appointments requested. Enter drawing for spa trip. Laurel Park Plaza. Six Mile/Newburgh. Livonia. (313) 501-7600.

### COOK VISITS

Meet Patricia Jamieson, director of Eating Well Test Kitchen. 1:30-2:30 p.m. Hudson's Marketplace. Jamieson cooks and shares tips from "The Eating Well Rush Hour Cookbook." Fairlane. Michigan Ave./Southfield. Dearborn. (313) 436-7912.

### WEDNESDAY, APRIL 19

### SHOPS CLOSED

Food Accounts is offering complimentary grocery deli.