

# MALLS & MAINSTREETS

## RETAIL DETAILS

Retail Details features the latest news briefs from mall and Main Street shopping centers. Mail submissions to: Retail Details, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax them to: (810) 644-1314.

**OPERATIONS SUPERVISOR**  
Thomas Wood of Livonia is the new Operations Supervisor at Wonderland Mall in Livonia. Wood will be responsible for overseeing both the interior and exterior maintenance projects of the shopping center. He joined the mall in 1979 as an exterior maintenance employee.

**GOLF CLUB LAMPS**  
Paul Sheddik of Troy is taking orders for a table lamp made from your old golf clubs — the perfect item for the enthusiast who wants to add a golf motif or nostalgia to a room. Sheddik mounts three of a customer's vintage clubs on a hand-crafted solid oak or mahogany base, adds a three-way light switch, and offers clients a choice of a green or burgundy shade, \$225. He can also make lamps with random clubs for \$255. The finished product stands 28 to 30 inches high. To place an order, or for more information call (810) 540-8820.

**MEDIA PLAY ON THE WAY**  
Media Play, a two-level record and book store, is under construction at Tel-Twelve Mall in Southfield. Media Play will welcome music and book lovers with a full-service cappuccino bar. Watch for a July opening according to mall officials.

**NEW ADS**  
The Northland Center in Southfield's new advertising campaign focuses on quality, value and convenience. It features the shopping center's new tagline: Northland Center — Yours First and Always. The campaign was created by RTL Advertising and Consulting in Troy. Northland is a subsidiary of Equitable Real Estate Investment Management, Inc. It is managed by Atlanta-based Compass Retail, Inc.

**COUNTRY STORE OPENS**  
Country Elegance is open in The Village at Five Mile and Newburgh Roads in Livonia. The store sells a variety of one-of-a-kind hand-crafted items from across the country, including dolls, baskets, candles and jewelry.

round Christmas items. Owner Carol Evans welcomes inquiries at (313) 953-8687.

**POETRY NIGHTS**  
Third Thursdays are Poetry Nights beginning April 20 at Borders Book Shop, 13 Mile and Southfield in Birmingham. Readings start at 7 p.m. with a featured poet. Open mike performances follow from 7:45 p.m. to 8:30 p.m. Sign up for open mike begins at 6:45 p.m. and must be done in person. Barry Poupard of Borders said the store hopes to provide the stage for local and regional poets — pros and novices alike. Wordman Thomas Lynch of Milford kicks off the program with his wry examination of love, family, death and annoying pets.

**SUNGLASSES UPDATE**  
A recent consumers report warns shoppers to read the Ultra Violet Protection labels with sunglasses and if a pair doesn't have a label, don't buy them. To be effective sunglasses must filter out all UVA and UVB rays to 400 nanometers. For additional protection against glare, polarized lenses are recommended.

**CHANGED AT GERALD'S**  
Gerald Haynes of Gerald's Salons in Dearborn, Franklin and Northville has bought out his partners at the Northville Salon and announced plans to close his Dearborn shop and education center at 1034 Monroe, merging it with the Northville salon at 41012 Five Mile Road effective April 17.

Matthew Halloran was named to direct the Color Department at the salon which becomes a full-service salon offering hair cuts, color, permanent, nail and skin care. For more information, call (313) 420-0111.

**KIDS' STATIONERY**  
The Oilly Store in the Somerset Collection in Troy has a new line of 16 different pet-themed stationery items designed for children, \$1.25 to \$3.33. The line includes fountain pens, rucksacks, diaries, wrapping paper, notebooks and pocketbooks.

**MCDONALD HOUSE BENEFIT**  
Tickets are available through April 22 for a Jacobson's fashion show and luncheon to benefit The Ronald McDonald House of Detroit. "Familia" takes place Saturday, April 22 at 11:30 a.m. at the Detroit Golf Club. Tickets are \$50 per person (\$30 is tax deductible.) Celebrity families include Lomas and Dolores Brown, Chuck and Susan Gaidica, and Isiah and Patricia McKinnon. To purchase tickets or for more information call (313) 745-5911.

**NEW AT NEILMAN'S**  
Designer Todd Oldham's signature fragrance debuts at Neilman Marcus in April. The fragrance is "a modern Oriental with a fruity top note, a rich floral dominant middle note and a velvety woody amber drydown" according to the manufacturer.

The bottle is designed after a classic diamond cut with the dramatic stopper Oldham's signature "crown" logo. Body cream \$50, 2.5 ounce eau de parfum spray \$50. Parfum \$175 for a little more than a half-ounce.

Also new at Neilman's, the Philip Berkowitz "Black Label" Botanical Collection of 12 bath and body products. The collection is formulated with vitamins, minerals and plant extracts by the Los Angeles hair treatment specialist at stylist. Berkowitz is donating \$5 from the sale of every nail and cuticle cream to the Pediatric AIDS Foundation. Products are priced between \$16-\$68.

**COOKING CLASSES**  
Hudson's Marketplace hosts cooking seminars to familiarize shoppers with kitchen product lines April 20 through May 6 at various stores. For a complete schedule of events call the store nearest you for a complimentary reservation, or the main store at Northland Center, (810) 443-4539.

**FURNITURE LIQUIDATION**  
Scott Shuptrine opened a temporary location to run a warehouse liquidation sale at 12200 Hall Road in Sterling Heights between Van Dyke and Schoenherr. The company is selling off the inventory from its Grosse Pointe store. Scott Shuptrine will retain its stores in Bloomfield Hills, Troy and Novi.

**WESTLAND MARKETER**  
Cynthia Orcher is the new marketing secretary at Westland Shopping Center. Orcher brings 10 years of administrative office experience to her new job.

**DOCKERS PROMOTION**  
Shoppers receive two-for-one coupon to Ford Senior Players Championship for each Dockers men's sportswear or shoes purchase at Hudson's. All stores participate from April 23-May 7. Tournament is July 10-16 at The Players Club in Dearborn.

## Spring Fling



Something new: A new collection of kids' clothes at The Children's Place stores feature outfits designed with an "other era attitude." See the styles at TCP in Fairlane, Oakland Mall, Twelve Oaks and Lakeside.

## Storing leather clothes properly

When the temperature begins to climb and clothes in lighter fabrics are called for, it's time to pack away winter wool.

Sweaters should be dry cleaned; suits, dresses and coats stored in cedar closets. But how do you store the leather garments such as jackets, vests, skirts and pants that kept you warm and stylish during those cold winter nights?

Leather expert Michael Schott, president of the New Jersey-based Schott Bros., founded by his grandfather in 1913, offers some guidelines for keeping leather garments supple and "ready-to-go" next fall.

Proper storing is the key to maintaining the natural beauty of a leather jacket. Don't leave leather garments hanging in the closet during the summer.

Always use professional cleaning; it isn't enough to use your local dry cleaner unless they offer professional leather cleaning.

Be sure to remove the garment from the plastic bag before you store it. If you store leather in plastic, it will cause the leather to spew and dry out.

If the garment does spew, don't panic. Spew is a white film that appears on the surface of the skin from time to time. It is the skin's natural oil and can be removed by simply rubbing the garment with a piece of chamois cloth.

A leather jacket is a skin, just like a fur coat, so too much heat and humidity will cause it to dry out. Always store in a cool, dry place.

Invest in good hangers, (the broad, wooden hangers and never wires) so the garment maintains its shape.

Use the change in seasons to make any necessary repairs, such as replacing buttons and fixing the jacket's lining.

**BEST SELECTION OF QUALITY WOODEN PLAY STRUCTURES**  
**SHOP EARLY!**  
"Thousands of full opportunity of healthy, fun, creative play."  
Special Pricing thru April 29, 1995  
\* Models on Display \*  
**The Doll Hospital & Toy Soldier Shop**  
3047 W. 12 Mile • Berkley  
(conveniently located near I-96)  
M-F: 10:30-7:00 (313) 543-3115

**NEW SUGARLOAF**  
**Crafts Festival**  
APRIL 21, 22, 23  
800-210-9900  
DISCOUNT ADMISSION COUPONS  
800-210-9900  
HomeTown

**ORGAN CONCERT**  
Ray Ferguson, Organist  
Friday, April 21 - 8:00 P.M.  
Metropolitan United Methodist Church  
8000 Woodward Ave. at Chandler - Detroit  
Adults \$7.00, College Students \$5.00, Youth \$3.00  
Free, Safe, Convenient, Well Lighted Parking  
For Information & Tickets - (313) 675-7070

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## Pies from page 4B

chocolate crumb or graham cracker) Buzzini visited the Guitard Chocolate Co. in San Francisco. It is the American-made Guitard chocolate, created by fourth generation chocolatiers, that Buzzini selected for her pie after dozens of blind taste tests.

"And I know chocolate," she smiled. "I originally wanted to be a sommelier and trained my palate to identify wines. But 15 years ago that field was closed to women. I applied the same tasting principles to chocolate tasting."  
Buzzini's silk is flavored with fresh fruit purees and quality liquors in more than 35 taste sensations including: mocha java, grand mariner, black raspberry, amaretto, Key Lime, coconut, Irish Whiskey, rum, anise, dark chocolate and vanilla.  
Within a few months Buzzini acquired her own bakery and opened a retail outlet on the premises. Word of mouth turned the Alaskan Silk Pie Co. into a mecca for tourists.  
"My big break came one night when the phone rang and a friend of mine who was trying to sell fine French teas called to say he was

meeting with the epicure buyer for Neilman Marcus. "Hey, quick, send me a pie," he ordered. "I'll pitch your pie at the same time."

Buzzini overwrote a pie to Dallas, and the rest is catalog history. In 1990, the Black Forest Grand Mariner Silk Pie was featured in the store's Christmas catalog and sales surpassed expectations. The store asked for exclusive silk pie and the Neilman Marcus Special was created and also added to the catalog.

"I've catered parties for Frank and Barbara Sinatra, Robert Wagner and Jill St. John, and the governor of Mexico," she said with pride. "It's amazing where a good idea and a lot of hard work will take you."

Buzzini, a single mother of two grown daughters, and a grandmother of seven, came a long way from Southern California, where her dad ran a fishing boat business. Her career varied from fine dining room waitress to restaurateur to president of her own multi-million dollar company.

"At every turning point in my life there were crossroads," she said. "I could play it safe or take a

chance. I never took the easy way."

The Alaskan Silk Pies available through Neilman Marcus are priced between \$20-\$42. The last two weeks of Christmas more than 18,000 pies are shipped to Neilman Marcus customers alone. "No one gets any time off during the holidays," she said. "We don't have time for partying. Even my friends are drawn into service packaging and delivering the pies."

The pies come in gold-foiled boxes, packed inside a styrofoam box packed inside a corrugated cardboard box. Overnight shipping guarantees freshness and the pies can be refrigerated.

Sampling a piece of the tri-layered almond, chocolate fudge truffle, black raspberry pie, Diane Schoenheit of Grosse Pointe, who is also in the catering business, smiled.

"Man, here's the chocolate fix I've been craving," she said. "Delicious. Just wonderful."

Customers can order Alaskan Silk Pies from the epicure department at Neilman Marcus. Some are on hand for immediate delivery, special orders take two days.

Day tree seedlings for a \$1 donation to Conservation International. If you can't plant your own tree, the Boy Scouts will plant it for you at a local school, park or zoo.  
Ethan Allen. Velvet fabrics made from recycled textiles will arrive by early summer at the Twelve Oaks mall store.

Williams-Sonoma. Green glass goblets, beer steins and vintage bottles made with recycled glass from Spain.  
World Bead Company. Paper recycling kit for kids.  
Brookstone. Soda bottle bird feeders.  
Lencasters. Sales bags made from degradable film.

## Products from page 4B

refill bar where customers can replenish bottled products.  
Natural Wonders. Garbage Garden kits to recycle kitchen garbage into a beautiful, year-round indoor garden; paper making kits that let you recycle junk mail into reusable paper products. Beginning April 17, Natural Wonders is distributing Earth