

# MALLS & MAINSTREETS

48(F)

## SHOPPING CENTERED



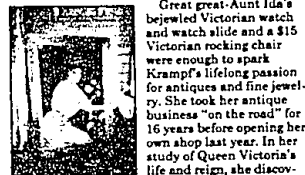
LINDA BACKCRACK

## All hail the Queen Victoriana rules!

In case you forgot to circle May 24 on your calendar this year, it marked the birthdate of Queen Victoria, 176 years ago. The day was celebrated in grand style at Antiques by Pamela in Rochester, where owner Pamela Krampf also used the occasion to show off her shop's elegant new digs at 319 Main Street.

England's long-reigning Queen Victoria, 1837-1901, is the inspiration for many of the items offered in Krampf's shop, including jewelry, buttons, beaded bags, furniture, mirrors, silver, china, glassware and period clothing. Step into this decidedly European montage of lace-framed windows, polished silver and antique silhouettes entwined with old roses, and you may leave with an English accent.

### Really respectable



Great great-Aunt Ida's bejeweled Victorian watch and watch slide and \$15 Victorian rocking chair were enough to spark Krampf's lifelong passion for antiques and fine jewelry. She took her antique business "on the road" for 16 years before opening her own shop last year. In her study of Queen Victoria's life and reign, she discovered that many facets of that historical era can be equated with life today.

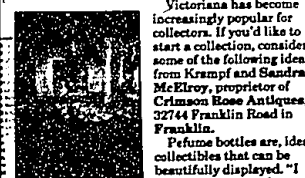
"Victorian calling cards, for example, are forerunners of today's business cards. Their meaning and use in proper social etiquette of the 19th century provide a glance into another place in time," Krampf displays albums of such Victorian paper ephemera, a charming slice of life for beginning collectors.

Nada Gruber works in downtown Rochester and was among the birthday party attendees who ogled Krampf's private collection of Victorian items, including historic documents signed by the Queen, medallions, lithographs and priceless memorabilia. Of particular interest is an envelope mailed to the Duke of Windsor on mourning stationery with the Queen's own black seal. It is a free-franked piece, mailed before Victoria adopted penny postage.

"I love the etiquette of the Victorian era," commented Gruber. "It came from a true appreciation of beauty and respect for relationships. I wish we could get some of that back today."

Gruber smiled as she admired some of the niceties of the era. Silver hankie holders, for example, were worn on a woman's baby finger, she practiced very formal hankie etiquette. "The niceties brought out subtleties in relationships. They were the ultimate flirtations," Gruber said.

### Vote for Vicky



Victoriana has become increasingly popular for collectors. If you'd like to start a collection, consider some of the following ideas from Krampf and Sandra McElroy, proprietor of Crimmon Rose Antiques, 32744 Franklin Road in Franklin.

Perfume bottles are, ideal collectibles that can be beautifully displayed. "I keep mine on a perfume tray on my dresser," said Cynthia Perry of West Bloomfield. Look for cut glass, etched glass and silver.

Other fun finds from the Age of Innocence include hat pins, garnet jewelry, watch fobs, camoes, Flow Blue china, cloth bags with elaborate silver frames, sugar tongs and picture frames embedded with gemstones. "The Victorians had specific utensils for every single task," said Perry. Add Krampf, "From tussie muscals to gloves, to lace fans and handkerchiefs and chamberlains, collecting Victoriana snowballs. It becomes a passion that never ends."

Linda Backcrack is a Birmingham resident. You can leave her ideas for this column by calling (313) 953-2047, mailbox 1889. Or fax them to (810) 644-1314.

## LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Linda Backcrack reports on a mini boom of local craft shops.
- Added Attractions lists interesting events at area shopping centers.
- Retail Details briefs you on store openings and closings.

## Somerset North leases come together



BY SUSAN DEMAGGIO  
STAFF WRITER

The leasing of Somerset North in Troy is moving along with several Birmingham shops, including Banana Republic, Victoria's Secret, The Polo Shop, The Limited, Structure, and The Gap rumored to be among the retailers set to join anchors Nordstrom's and Hudson's next fall.

These names confirm the fears of some in Birmingham who worry that Somerset North will attract national retailers doing business in their city, creating stinging vacancies along the town's main streets.

But the picture isn't as bleak as it appears, according to Gail Gotthelf, director of Birmingham's Principal Shopping district. "Most of these retailers plan to keep their store in Birmingham and open at Somerset North as well," she said.

"After all, we're looking at two

different market segments. People who shop in downtown Birmingham come here for many reasons. We have the outdoor ambience, cultural activities, and diversified dining opportunities that a mall can't provide."

Rebecca Maccardini, director of operations at Forbes-Cohen, owner/managers of the Somerset complex, refused to either confirm or deny the names on the leases signed for Somerset North.

However, through spokeswoman Sally Victor, she said that 75-percent of the retail space between Hudson's and Nordstrom's "has been committed." Victor said there is space for about 110 stores in three levels of the shopping center currently under construction at Big Beaver and Coolidge, across the street from the Somerset Collection. Maccardini recently announced an opening date for the new mall —

Aug. 16, 1996. This was moved up from a projected October grand opening. She also described Somerset North's food court. "The Peacock Cafe." It will feature 10 "distinctive eateries" and cappuccino bars.

Mall officials have said that Somerset North will have retailers with "bridge or better" price points, not quite as high as those across the street at the Somerset Collection.

Pat Schmidt manager of the newly-expanded Victoria's Secret store in the Oakland Mall in Troy, said, "I've heard that all divisions of The Limited will be represented at Somerset North."

If true, look for The Limited, Victoria's Secret, Structure, The Limited Express, Companie International, Abercrombie and Fitch, Limited Too, Henri Bendel, Mast, Bath & Body Works, Classique, Lane Bryant and Lerner New York — all divisions of The Limited, based in Columbus, Ohio.

A manager of the Banana Republic store on Pierce in Birmingham, who identified herself only as Bernie Z, confirmed a Banana Republic location at Somerset North. (Banana Republic is a division of The Gap

which also owns Old Navy.) "The plan I've heard about is keeping our Birmingham location and still opening a store in the new Somerset," she said.

Jill Sosnowski, manager of the Gap store on Woodward and Maple, said the company plans to keep the Gap store in Birmingham, but also open at Somerset North. The Gap at Maple and Telegraph will also remain open.

The rumor mill in Birmingham is in full gear as to who's moving to Somerset North. Redwood & Ross in the Merrillwood Building was said to be leaving, but executive vice-president Jerry Orwin denied it.

"We like our downtown location," he said from his Kalamazoo headquarters. "We've got a long-term lease in Birmingham. We've got a great store and clientele which we're very happy with. Who knows five or six years down the road how things may be, but right now we'll remain at Merrillwood in Birmingham."

See SOMERSET, 10A

## Vintage styles for kids

BY LINDA ANN CHOMIN  
STAFF WRITER

Designer Diana Licht transforms vintage and modern fabrics into children's clothing sure to become family heirlooms for generations.

From pinafores and jumpers to camisoles, pantaloonas, petticoats and christening gowns, Licht's designs recall a bygone era when a young girl looked like daddy's little darling in outfits dressed with ruffles and lace. Petticoats, Licht's vintage clothing shop, stocks all her designs in a turn-of-the-century home at 643 N. Mill Street between Liberty and Farmer in Plymouth's Old Village. Most of her customers are gift-buying women, from newbies to grandmothers.

"Customers say my garments remind them of clothing they've seen on children in England. I like to use vintage



So easy: Diana Licht works in the back of her Petticoats shop, creating new garments from old with a Victorian spin.

See STYLES, 10A

Retailers in suburban Malls and Main Streets can 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 & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax to: (810) 644-1314.

### MONDAY, JUNE 10

#### PUPPET SHOWS

"The Tale of Peter Rabbit" presented daily through June 11 at 7 p.m. Saturday performance times 11 a.m. and 3 p.m. Sunday 1 and 3 p.m.  
Ashebrook Village Mall, Adams/Watson, Rochester Hills.  
(810) 375-9451.

### WEDNESDAY, JUNE 21

#### ART MUSEUM SHUTTLE

Bus transportation to and from Detroit Institute of Arts. Departs mall 9 and 11 a.m. Departs museum for mall 2 and 4 p.m. \$8 ticket includes bus, docent-guided tour, museum admission. Lunch at American Café or Keweenaw Café optional. Buses through museum gift shops. Tickets through Museum Store on mall's upper level. Future trips planned for July 10, Aug. 16, Sept. 20.  
Leave dates: 12 Mile/North. Nov.  
(810) 833-1719.

#### SCIENCE FOR KIDS

"The Natural Science Exhibit" brings animals, birds and reptiles to the center for close-up examination. 2 and 3 p.m. Stage near Crowley's. Part of mall's Wednesday afternoon summer kids series.  
Lyonia Mall, Seven Mile/Middlebelt.  
(810) 470-1160.

#### PARK CONCERT

"Music in the Park 1995" kicks off today at noon. Bring a lunch and enjoy an outdoor concert each Wednesday through July 26.  
Kallig Park, Main/Ann Arbor Trail, Downtown Plymouth.  
(313) 416-4-ART.

### THURSDAY, JUNE 22

#### INFORMAL MODELING

See the latest fashions from Marguerite's Boutique modeled during lunch from noon to 2 p.m.  
Stage & Co. Orchard Lake/5 Mile, West Bloomfield.  
(810) 950-8022.

#### PARK CONCERTS

Summer Series begins tonight at 7:30 p.m. Free.

## ADDED ATTRactions

Bring a blanket or lounge chair.  
Shan Park, Bates/Merrill, Downtown Birmingham.  
(810) 644-1700.

#### JAZZ CONCERT

San English Quartet performs. 1-2:30 p.m. Parisian Court area.  
Lyonia Park Place, Six Mile/Newburgh, Lyonia.  
(313) 462-1100.

#### MAKE-UP WORKSHOPS

Group make-overs feature Parisian's beauty advisors updating customers on latest techniques and cosmetic colors for summer. Each guest receives a free brochure. "Ten Steps to an Easy Makeover." Free make-up video with purchase of \$35 or more. Reservations required.  
Lyonia Park Place, Six Mile/Newburgh, Lyonia.  
(313) 953-7500.

### FRIDAY, JUNE 23

#### LIBERTY FESTIVAL

Through June 25. Kids activities, refreshments, crafts, art fair, midway, entertainment. Fireworks on June 25 at dusk. Tonight's highlights include a Drago Tent and band performance beginning at 7:30 p.m. Saturday hours: 10 a.m. to 9 p.m. Sunday hours: 10 a.m. to 5 p.m.  
Heritage Park, Canton Center Rd./S. Cherry Hill, Canton.  
(313) 397-5110.

#### SAFETY PROGRAM

"Keep Kids Safe" magic show, 2 p.m. and 7 p.m. Center Court.  
Westland Shopping Center, Wayne/Warren.  
(313) 425-5001.

#### INFORMAL MODELING

Latest fashions from Jos. A. Bank Clothing and Mother's Work Maternity, presented from noon to 2 p.m. during lunch at D. Denison's and Allie's American Grill.  
Lyonia Park Place, Six Mile/Newburgh, Lyonia.  
(313) 462-1100.

#### INFORMAL MODELING

Featuring styles from Clothes Encounters informally modeled during lunch at The Grand Café, noon to 2 p.m.  
3331 Grand River, Downtown Farmington.  
(810) 918-0181.

#### BOOKSTORE SALE

Pace's annual Moonlight Madness Sale, 10 a.m. to 11 p.m. with items for summer clearance priced up to 75 percent off.  
The Bookwalk, Orchard Lake/5 Mile, West Bloomfield.

(810) 737-6136.

### SATURDAY, JUNE 24

#### LLADRO EVENT

View 1995 fall introductions. 2-6 p.m. Always Christmas store. Meet representative with limited edition figurine for this promotion. Complimentary gift bag for shoppers who purchase a figurine or join Lladró society. Refreshments.  
Olde World Canterbury Village, Joslyn Road, Lake Orion.  
(810) 391-9882.

#### KIDS EVENT

The Cat in the Hat Comes Back for a story and fun. 11 a.m. Children's Books.  
Borders, Southfield/13 Mile, Birmingham.  
(810) 644-1515.

#### FARMER'S MARKET

Now through Oct. 28 in the Village Commons Shopping Center parking lot. 9 a.m. to 2 p.m. Flowers, fruits and vegetables.  
Grand River/Farmington Rd. Farmington.  
(810) 473-7276.

#### KIDS SHOW

"The Wizard of Oz" Gordon Ruff, and his puppet Rocky Raccoon, perform magic with audience participation. 11 a.m. and 1 p.m. Center Court.  
Tel-Twelve Mall, Telegraph/12 Mile, Southfield.  
(810) 353-4111.

#### ROSE SEMINARS

English Gardens stores celebrate National Rose Month with two-day lecture series at all locations. Detroit Rose Society representatives answer questions 10 a.m. to 5 p.m. "What's new in Roses for 1995?" at 11 a.m. "Arranging Fresh Cut Roses" at 3 p.m. On June 25, "Caring for Miniature Roses in Containers." 11 a.m. "Summer Rose Care" at 2 p.m. Dearborn Heights, Clinton Township.  
6370 Orchard Lake/5 Mile, West Bloomfield.  
(810) 851-7500.

### SUNDAY, JUNE 25

#### STORYBOOK SUNDAY

Gene Maxwell of WHYY radio reads "Tall Tall Tomatoes." 1 p.m. Center Court. Kids redeem finished book reports for discount tokens. Fergus the Friendly Dragon visits. NO stories next Sunday due to 4th of July holiday.  
Fairlane Town Center, Michigan/Hubbard, Dearborn.  
(313) 593-3548.

### MONDAY, JUNE 26

#### HEALTH INFORMATION

Free blood pressure screenings, also, the facts about arthritis, courtesy of Rotford Hospital, 8-10 a.m. Jacobson's court area.  
Lyonia Park Place, Six Mile/Newburgh, Lyonia.  
(313) 591-7095.