Malls&Mainstreets

Fashion from page 8A

Dolls from Minneapolis; Pan Di-mensions, a three-piece Afro-Car-ibbean hand; and Soprano Maria Jetto of the Ex Machina Baroque Opera Company.

Before the show, a live auction

pre-party benefit for the DIA is held at the State Theatre next door to the Fox, beginning at 5 p.m. After the Bash, the State Theater reopens for dancing with a cash bar from 9 p.m.

Tickets, (the event is always a self-out) are priced the same as the self-out) are priced the same as the self-out are priced the same as the self-out are the self-out are self-out are self-out and self-out are self-out and self-out are self-out and self-out are self-out and self-out are se

RETAIL DETAILS

Retail Details features the latest news briefs from mail and McLir. Street shopping central Betails, Observer & Eccentric Newspepers, 805 E. Maple, Birmingham, 48009. Or fax them to: (810) 644-1314.

E RETAILER JOINS BOARD
James E. Batterson,
Jacobson's vice-president of
sales promotion, has been
elected to serve a three-yearterm on the 50-member board
of the Retail Advertising &
Marketing Association International. The Chicago-based
nonprofit organization was
founded in 1052 to serve retail
and advertising executives
worldwide.

MEMORRADA AND LAGO

MEMORR

EI WONDERLAND HAS WINDOWS
The Perma Window and
Door Company is the newest tenant at Wonderland Mall in Livonta, located in the Service Merchandise wing of the center. The company offers steel doors from \$265 installed, and storm doors starting at \$190 installed. Call for more infor-mation at (313) 256-4848.

MEW STYLE DIRECTOR
Heldi's Salon of Bloomfield Hills has a new artistic
director, All Farhat. Farhat
entered the hair industry 15 entered the hair industry 15 years ago and has since worked in Paris, Amsterdam, Berlin, Milan, Toronto and New York. Heidl's Salons are based in Bingham Farms. The compa-

ny was founded in 1979 and now operates 27 salons in mails in 10 states according to apokeswoman Diane Prite-hard.

E COAT DRIVE

E COAT DEN'S

Tapper's Jewelry in the
Orchard Mall in Weet
Bloomfield will give a \$10 gift
certificate to snyone bringing
in a winter coat for the homeless during its fifth annual coat
drive benefit, through July 31.
All coats will be donsted to the
Pontiac Lighthouse. Over the
past four years the store has
presented more than 1,500
coats to the needy, according to
Howard Tapper. (Gift certificates must be redeemed by
Dec. 31, 1995. One per family.)

mahaqement team

E MARACEMY TRAM
FORMED
JOB Greenberg & Associates, specialists in retail design around the globe and
based in Bouthfield, recently
named three of its directors to
a new management team: Kemneth Nisch becomes chairman, Michael Crosson becomes chief executive officer,
and J. Michael Kirk is the
firm's new president.

and J. Michael Kirk is the firm's new president.
Crosson said, "Our growth reflects the recognition by companies throughout the world that their physical environments can play a deepening strategic role in their success. JGA continues to aid U.S. retail clients like Warner Bros. Studio Stores, Trans World Music and Godiva Chocolatier, with expansions abroad.

Bakery from page 8A

for an upcoming family reunion

for an upcoming family reunion piculc.

"Friends awear by these cookies," she said. If Florida, formerly of Birmingham, was back in town and decided to return to his favorite bakery for suick breakfast treat. It's said to see a drain continuing old pai Marry's traditions. "In glad to see the addition of lowfat muffins too," he added. Georgia Rosewall works in Birmingham. She stops in daily for a carrot nuffin "which is just delightful. The best amywhere." Rosewall returns at lunch for the shop's homemade plaza croissants.

The best amywhere has been a shown a shouse. Before customers arrive, the dough ose in the count of a welcoming fragrance to the home's all When the cookies are done, treats for all.

Arsht has added some new products, including a low-fat ost-meal and dried chery cookie, a buttery shortbread and a sugar cookie in just like Grandma used to make. She's also erpanded the wholesale business, selling to more greery stores and coffechouses. In fact, her amal she had not a she's hoping to open another baking location.

The possibilities are endiess—
the addition of breads, wholesaling dry scone and muffin mizes,
more corporate and out-of-state
accounts. "We're 70-percent
wholesale now with 90 accounts,"
Arsht pointed out. "Marty
focused more on retail."
The retail shop is still important, however, and Arsht plans to
remodel the front of the store in
January. "It just needs a nip and
tuck, a little redecoration, new
bags and showcases and lighting." The addition of an 800
phone line expands the retail
business to other parts of the
country.

country.
With \$500,000 in sales and a With \$500,000 in sales and a positive cash flow, Araht is proving to be the successful enterpreneur she knew she could be. "Sometimes I feel like we're kids running the show while mom's away. But veryone here is incredibly talented and dedicated." And where slee can the boas ensure quality control by taste-testing the dough or treat herself to one giant peanut butter cookie every day?

The never been so tired or so

one gam, peasure overy day?

"I've never been so tired or so happy," asid Arsht, who spends 12-hour days at her store and sometimes drops in on the bakers in the wee hours of the moning, "I want to be the gournet Mrs. Fields, the Neiman Marcus of cookies."

Her recipe for success is a simple one — "The cookie's the boss," she said.



Fash Bash Patrons: Co-chairs John Ponzio of St. Clair rash pash rauons: Co-enairs John Ponzio of St. Clair Shores (left front) and Sharon Almonrode of Bloomfield Hills, join DIA Director Sam Sachs (back left) and Hudson's president Dennis Toffolo in front of a 1987 photopiece by Gilbert and George, "Parked," which hangs in the DIA's Modern Galleries, purchased by funds from propings Fach Rach promise previous Fash Bash events.

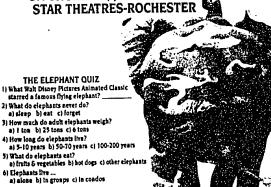
Retail Realities

In 1983, The Gap acquired
Banana Republic, a two-store
chain with a thriving catalogue
business. Established in 1978
as pureyors of fine militarysurplus clothing and supplies,
Banana Republic was already
famous for travel and safari



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