

# MALLS & MAINSTREETS

MONDAY, JULY 17, 1995

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## SHOPPING CENTERED



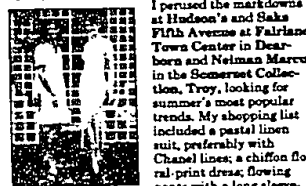
LINDA BACHRACH

## Now is best time to buy sun styles

How nice to receive an unexpected midsummer invitation for sunset cocktails, a luncheon in the garden, or even a backyard barbecue. But what to wear?

Had the event been long anticipated, you could have picked the perfect party dress back in April, when summer fashions were fresh and new. Don't despair. Your wardrobe is probably ready for a boost right now, and the sale racks are brimming with pretty, summer season sensations that will wow all the guests at that alfresco soiree.

So hit the mall on a hot Saturday afternoon and look for the big SALE signs. Sometimes it's fun to discover that designer-label bargain that just didn't look quite so smashing on anyone else last spring. It was right there waiting for you all along.



I pursued the mark-downs at Hudson's and Saks Fifth Avenue at Fairlane Town Center in Dearborn and Neiman Marcus in the Somerset Collection. Troy, looking for summer's most popular trends. My shopping list included a pastel linen suit, preferably with Chanel lines; a chiffon floral-print dress; flowing pants with a long sleeveless vest; a short satin and Lycra dress; a big straw hat and a billowy chiffon scarf.

Neiman's third-floor suit department yielded just the Chanel-inspired suit I was looking for — a Rickie Freeman powder blue linen blend with double-breasted jacket and tiny gold knotted buttons (\$229).

If you prefer the practicality of a dress and jacket, I found a very feminine pink linen chemise by Constance Sammers. The white-collared jacket featured pearl buttons and a silk flower (R006). Both ensembles take you beautifully to a garden wedding or afternoon reception.

Long, flowing and flowery dresses are summer staples and there are plenty of them left on the rack. Saks has a dairy-print skirt (\$55.90) and the back pleat top (\$35.90) that could be mistaken for a dress. It's a Private Label outfit in pale yellow and gold. Also, check out the flirty floral chiffons at Ann Taylor and Laura Ashley in the Somerset Collection. Most have fitted bodices and bell-shaped skirts.

If you're looking for a more sophisticated summer evening dress, Hudson's has a pale pink crepe chemise with flounced hem and sheer draped collar by DWS (\$156) and a Datsun empire-waist crepe and georgette dress with a shirred bodice and deep slit in tulle, aqua or peach (\$162).

Back to Saks for the pale pink pants and sleeveless vest. Kristina Stearns designs this duo in black and white mini-dots for the pants and an extra long vest with black satin buttons (\$137.50). Looks a little like an updated tuxedo with pizzazz. Add Oscar de la Renta's black straw hat adorned with cotton pique bows (\$39.90). Finally, the short

satin and Lycra dress for dancing under the stars. Though it may look a little prom-like, the satin/Lycra combination is a hot new trend for summer. A halter neckline or spaghetti straps accent the form-fitting bodice, while the mini-skirt is full and swishy. Shown in electric blue, this sexy special-occasion dress is available at Hudson's. Look for similar

styles at Saks and Neiman's.

And to wrap up your summer party frock? Toss a large square silk chiffon scarf over your shoulders (\$100 at Saks). You'll be the belle of the backyard ball.

Linda Bachrach invites local retailers and shoppers to present ideas for this column, as well as details about and photos of special merchandise worthy of featuring. To participate, call her at (313) 953-2047, mailbox 1899, or fax (810) 644-1314.

## LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Most a Troy resident whose retailing success is in the big city — Detroit.
- Linda Bachrach goes shopping for Blue Fish designs.
- Added Attractions: Lots of interesting events at area shopping centers.
- Retail: Detailed briefs on store openings and closings.

## Baker sees 'green' chips in her cookies



Going from "summer help" to "owner of the store" was a step one young entrepreneur took in stride.

BY LINDA BACHRACH  
SPECIAL WRITER

Who stole the cookie from the cook, is it?

Stacy Araht, 27, didn't exactly steal the cookies, she bought them — along with the bakery that makes 'em.

Last year, through hard work and determination, the young entrepreneur purchased Marty's Cookie Co. in downtown Birmingham, bringing fresh ideas and a '90s vision to the Maple Road bakery.

Araht's story revives the notion of the classic American dream. Energetic high school student works week-ends, summers and holidays at the local cookie shop. She goes away to Michigan State where she studies English, but still manages to work summers for Marty Herman, a boss who is more like a second father. When the Hermans go on vacation, it is Stacy they trust to mind the store.

"By the time I graduated and went to Wayne State to get a secondary teaching certificate, I felt like I was part of the (Herman) family," said Araht.

In December, when Herman decided to sell his business to pursue other interests, Araht surprised him by being first in line to buy.

"I felt as though I knew the business and I realized the great potential for growth," explained Araht with no regrets about giving up the classroom for the kitchen. She first approached the employees, her keys to success, then proceeded to devise a detailed business plan, secure financing, and learn all the original recipes and baking techniques.

"Owning a business is like getting married and having 20 kids," Araht said. "They all call me the mother hen." Every employee stayed to help Araht through the ownership transition and most of Marty's tried and true business practices stayed, too.

The recipes are all the same, as is the "from scratch" philosophy.

"We'll never automate," promised Araht. "This is a 24-hour, labor-intensive business. Everything is homemade. If you happen to get an eggshell in your cookie, be glad. A machine just can't adjust for the weather or add an extra pinch of sugar. Besides, baking comes from the heart."

Winifred Broder of Franklin stopped by to order dozens of cookies

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STACY ARAHT/STAFF PHOTOGRAPHER

Master mixer: Stacy Araht, poses with a batch of chocolate chip cookie dough at Marty's Cookies in Birmingham.

## Fash Bash celebrates art and fashion

BY SUSAN DEMAGGIO  
STAFF WRITER

If fashion is indeed art, then it's fitting that Hudson's annual Fash Bash benefits the Detroit Institute of Arts each year.

Combining the latest looks for the fall/winter season with music, dance and theatrical sets, Hudson's elevates the fashion show itself to an artform — this year for the 26th time, at 6 p.m. Wednesday, Aug. 2, at the Fox Theater in Detroit.

"We'll present six segments of fashion, showing everything from

ballroom to business casual," said M.J. Burns, of Hudson's Fashion Office. Burns and a team of staffers prepare for Fash Bash almost a year ahead of the production.

There are two new elements to the sponsored by Jules Schubert Jewellers (inside one balloon, a one carat diamond valued at \$5,000) and a commemorative pin representing Rodin's Thinker by artist Bonnie Kondor. The pin will sell for \$35 at Fash Bash and the DIA Museum Stores located in Twelve Oaks, the Somerset Collec-

tion and the museum gift shop.

According to Burns, fashion followers will see "spring silhouettes refined for more comfort and wearability." Lower heels replace the stiletto, the fitted glamour suit is still strong, but in menswear fabrics like tweeds and gray flannel. Dresses are back, bigtime in the form of sleeveless sheaths topped by jackets or coats. The winter coat comes in three styles — the bathrobe wrap, the chesterfield, the pea coat.

Burns said men will appreciate the classics this fall like pinstriped busi-

ness suits as well as business casual separates including vests, polo shirts and shirts with banded collars. Look for "urban ravine" — colors that are rich and pulled from nature.

Also, the neon colors popular last year have been replaced with the "techno brights" — Taxi Yellow, Superman Blue and Lipstick Red.

Fash Bash's entertainers will be Motown's Corbin (remember, Do You Love Me? Can You Do It? First I Look at the Pulse); The Ballet of the

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Retailers 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, 48002. Or fax to: (810) 644-1314.

### MONDAY, JULY 17

#### PUPPET SHOWS

"The Muppets of Bremen" presented daily through July at 11 a.m., 1 and 7 p.m. Saturday 11 a.m. and 3 p.m. Sunday 11 a.m. and 3 p.m. Maplewood Village Mall, Adams/Watson, Rochester Hills. (810) 375-9451.

### WEDNESDAY, JULY 19

#### KIDS MUSICAL

Cagle Gling returns with Henry K. Martin production, "Peanut Butter Jam-boree," 1 and 4 p.m. Free. Center Court, Come early for the best seats. Kids eat free at participating mall restaurants. Orchard Mall, 14 Mile/John R. Troy. (810) 583-0000.

#### BALANCE DISCOUNTS

Kids' musical featuring tonight's kids and her performing "Peanut Butter Jam-boree." Free. Sing-a-long. Pictures to color. 2 p.m. Stage near Crowley's. (810) 478-1106.

#### PARK CONCERT

Music in the Park. Noon. Bring a lunch and enjoy an outdoor concert each Wednesday through July 26. Hastings Park, 44th/Ann Arbor Trail, Plymouth. (313) 414-4471.

#### ART SERVICES BRITVILLE

Roadtrip bus service between Twelve Oaks and Detroit Art Institute. Leaves mall 9 and 11 a.m. Departs museum for mall 2 and 4 p.m. Advance tickets at Museum Store, mall's upper level. Tickets \$8. Next trips: Aug. 16, Sept. 20, Oct. 16, Nov. 18 and Dec. 27. Twelve Oaks, 12 Mile/Novi, Novi. (313) 833-1719.

### THURSDAY, JULY 20

#### ROCHESTER DISCOUNT SALES

Filed as "The Original" beginning at 10 a.m. Main St. merchants annual discount sales through July 22. Entertainment, Restaurants, Dance. On July 21 day-long entertainment for kids. 1 p.m. Oakland Festival Ballet. 2 p.m. magic show. 3 p.m. Pointe Academy Dance. Fourth St. between Walnut and Main. At 7 p.m. "Dancing in the Streets" concert series looks all for the rest of July nights, same location. 12 Mile/Ardenway, Downriver/Rochester. (810) 856-0000.

## ADDED ATTRACTIONS

#### KIDS SHOW

"Give Yourself A Star," presented at 11 a.m. and 6 p.m. Center Court, Free. (810) 644-1100.

#### PHOTO SHOW/CONTEST

8th annual Amateur Photography Show and Contest, through July 24. Details and entry forms at management office or call mail. Prizes for winners. Lyons Mall, Seven Mills/Kidder. (810) 478-1106.

#### FASHION AT LUNCH

Clothing from Marguerite Boutique modeled informally from noon to 2 p.m. at Stage & Co. Restaurant, The Boardwalk, Orchard Lake's, Maple, West Bloomfield. (810) 855-0622.

#### SEWING SALE

Plaza's annual clearance through July 23. Savings to 70-percent. On July 22 classic car show/cruise night sponsored by WMGC (104.3) and United Street Machine Association. Concert, prize, food and luncheon. 7 Mile/Farmington, Lyons. (313) 622-4100.

#### PARK CONCERTS

Summer Series, 7:30 p.m. Free. Bring a blanket or lawn chair. Smart Park, Secor/Morris, Birmingham. (810) 644-1100.

### FRIDAY, JULY 21

#### HOOT ON THE TOWN

Birmingham's annual evening of sidewalk sales, refreshments and entertainment. 6-11 p.m. Parking lots and markets offer free parking. Downtown streets closed to traffic. Maple/Woodward, Birmingham. (810) 433-3630.

#### SPORTS COLLECTIBLES

Cards, stamps and clippings for show and sale. Memorabilia throughout the mall. Through July 22. Tel-Tel Mall, 12 Mile/Telegraph, Southfield. (810) 363-4111.

#### FORMAL MODELING

Latest looks from Eddie Bauer and Winkelman's presented during lunch from noon to 2:30 p.m. at Aile's American Grille and O. Devotion's. Laurel Park Place, 5th Mile/Newburgh, Lyons. (313) 462-1100.

#### RETAIL SHOPPING SPIRIT

Three summer dates, July 21, 22 and Aug. 26. Places for 13 shoppers each trip. Visit local resale shops. Lunch at Italian restaurant. Cost: \$15 per person. Reservations required. Nicole's Revival, 958 Newburgh, Garden City. (313) 226-7947.

### SATURDAY, JULY 22

#### PUPPET SHOW

"Pirates in the Pool," by Poppy Puppets, 11 a.m. and 1 p.m. Center Court. Meet sea monsters and Captain Snork. Free. Tel-Tel Mall, 12 Mile/Telegraph, Southfield. (810) 353-4111.

#### JAZZ CONCERT

Ron English Quartet performs a free concert, 1-2:30 p.m. Laurel Park Place, 5th Mile/Newburgh, Lyons. (313) 462-1100.

#### 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.

#### OBAMA'S PREVIEW

See Hallmark's 1995 Keepsake Collection with more than 200 items. Through July 23 at Lynn's Hatfield. Special orders. Catalogs for review. Woodward Mall, Woodward/Plymouth, Lyons. (313) 622-4100.

### SUNDAY, JULY 23

#### STORYBOOK SUMMER

Chris Edmunds reads Dr. Seuss favorites including "The Sneetches," 1 p.m. Center Court. Redeem involved book report forms for mall discount tokens. 99-cent kids meals at participating restaurants. Fairlane Town Center, Michigan Ave./Fairborn, Southfield. (313) 563-3646.

### MONDAY, JULY 24

#### FACTS ABOUT ARTERIES

Health information and free blood pressure testing, 6-10 a.m. Jacobson's court area. Sponsored by Botsford Hospital. Laurel Park Place, 5th Mile/Newburgh, Lyons. (313) 462-1100.