

MALLS & MAINSTREETS

(F7C)

MONDAY, AUGUST 7, 1995

SHOPPING CENTERED



LINDA BACHRACK

College time and the living is easy

Never underestimate the ingenuity of your college-bound son or daughter. One enterprising young college grad writes inside the cover of his very own mall-order catalog: "The journey began when carrying my entire life in two suitcases, I left my anxious parents waving goodbye at the airport in Chicago."

He goes on to describe a tiny dorm room at Pepperdine University in Malibu, Calif., that was waiting to be filled with the requisite supplies. How was he to get the most basic (and expensive) living and school supplies with no car and no knowledge of the community?

It was this freshman-year memory that motivated Michael Branner to publish a catalog from which students can equip themselves for the adventure of college. From little plastic hooks to bedding and hiking boots, his "College Outfitters" catalog contains products that have been road-tested by actual students.

It's a terrific resource and idea book for your soon-to-be-leaving college kid. I know, because I'm busy gathering the necessities of life for a freshman and a senior. Some of the catalog's must-have merchandise: JanSport backpacks (\$30-\$60), class supply kits (\$38), Marrell hiking boots (\$50-\$125), desk lamps, storage crates, bath accessories, dorm room kitchen essentials, even socks and slippers. Call 1-800-605-6999 to receive a catalog.

My son Matt, will be a first-year student at the University of Virginia this fall so we've been shopping for all of these things and more. Here's a little rundown of our progress that might save you a few unnecessary stops.

Sharing expenses

Matt and his roommate, Greg Trimmer of Birmingham, divided up the list and began their shopping by scouting estate sales for a small couch to place beneath their loft beds. They got lucky on their first day out and purchased a "stunning" blue and beige loveseat. Greg is bringing the compact stereo system and the mini-refrigerator. Matt's supplying the TV and the microwave. Did you even dream of equipping your dorm room with all these luxuries?

After a two-day search we bought a 20-inch color T.V. at Home Appliance Mart, 3086 Northwest in West Bloomfield. The folks there were knowledgeable and helpful. And they matched the best price that we got elsewhere.

Best Buy had the most extensive selection of microfridges. We found a Sharp Carousel for \$119. The rest of our loot came from Bed, Bath & Beyond in Farmington Hills. Their "Smart Ideas for School" flier is a handy checklist. Pick one up when you walk in the door. We purchased pillows (\$12.99), towels (\$10.99), a blanket (\$19.99), a surge outlet strip (\$8.99) and a Bluesteel carpet sweeper (\$29.99). Also find shower totes (\$10.99), underbed boxes (\$14.99), trunks (\$19.99), Yaffa blocks (two for \$9.99), fans (\$29.99) and CD towers (\$19.99).

It's a hectic, expensive, confusing time. But enjoy these last couple of weeks before the house gets very two quiet.

Linda Bachrack 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 1889, or fax (313) 644-1314.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Exploring a new market — golf stores for women.
- Three shopping centers unite to benefit area schools.
- Linda Bachrack shops for fall family footwear.
- Added Attractions (Lila) events at area shopping centers.
- Retail Details brief you on changes in the marketplace.

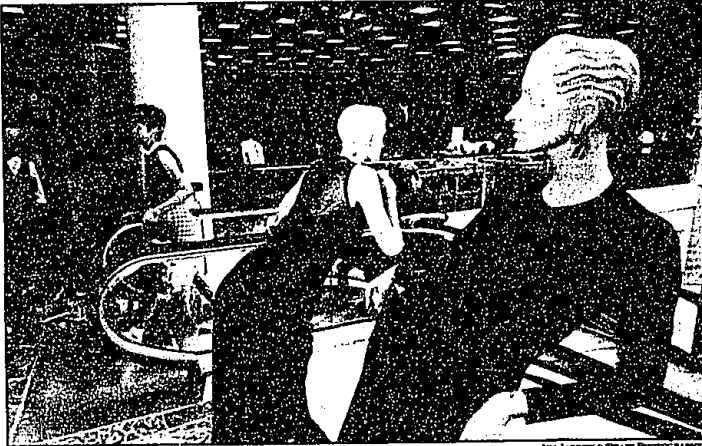
Year-old Parisian reviews business

■ The upscale Parisian department store at Laurel Park Place in Livonia marked its first year in the Detroit market Tuesday. Store manager Elliot Marcus described the year for Malls & Mainstreets.

M&M: Well, Mr. Marcus, did you meet the sales goals set for the first year?

Marcus: No, but we came very close. We have a very aggressive sales plan company-wide and we're in a tough economy right now. The Laurel Park Place store was fourth in terms

See PARISIAN, 9C



Shop talk: Mannequins on Parisian's second level seem to beckon shoppers on the main floor to check out the evening wear department upstairs.

Merchants unite to promote their block

BY LINDA BACHRACK
SPECIAL WRITER

If you've shopped in downtown Birmingham lately, you may have noticed the balloon bouquets, the flower baskets and the artistic storefronts.

You may have smelled the ribs beating on an outdoor grill, heard the jazz riff, or seen a charming sidewalk vignette of antique garden furniture. This is the ambience of East Maple — a block of unique and diverse merchants between

Woodward and Hunter.

The East Maple merchants are so enthusiastic about their fully-leaded block of shops and services that they have formed a tenant marketing group to dispel the myth that "there's nothing on the east of Woodward."

Kurt Voparil, owner of Watch Hill Antiques and founder of the interest group, is working with the Principal Shopping District to bring an awareness of the block to the entire community.

"We're special, unique and individually owned," Voparil said. "We're also progressive and have some good ideas to increase foot traffic."

The group's first initiative was to line the street with balloons on Saturdays to garner some attention. About 15 of the block's tenants paid for the balloons. Some in town were critical of the effort, complaining about "a carnival-like atmosphere." But Dr. Bill Koppin, owner of Shades Optical, defended the idea.

"It was a symbol that something was happening on East Maple," he said.

Voparil added, "It represented our spirit, our fun approach to how we do business."

What's up on East Maple in future weeks? The group plans to introduce block parties one day or evening a month with special events and themes. They will continue to work with the PSD to enhance their end of town.

Businesses along the block include Snyder Kinney Bennett & Keating real estate, Cargo Hold, Paint & Paper, Upstairs/Downstairs, Seegerpeople Photography, Marty's Cookie Company, Tiger Shoe Repair (a mainstay for the past 30 years) Hoerle-Sedgwick Opticians (since 1946, the oldest kid on the block) Artioff, CoCe's, Dreamcatchers, Gallery Birmingham, Gallery Shaanti, L'Esprit Antiques, Watch Hill Antiques, The Woodward & Maple shop Charmaine's, Magnolia, Mailboxes Etc, Studio on Side Street, Carol Lewis Skin Care, Banana Anna's, Chances, Faguettes, The Limited Express (the only national chain on the block) and Lisa Parks Knits.

Restaurants include Ron and Wally's, The Subway Sandwich Shop, and Cook's Garden where if it's Thursday, there's jazz at the indoor/outdoor cafe.



Block party: The north side of East Maple is joining the south side in special promotional efforts to call attention to its tenant mix, merchandise, and services.

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 & Eclectic Newspapers, 805 E. Maple, Birmingham, 48009. Or fax to: (313) 644-1314.

MONDAY, AUG. 7

GENIUS DANCE

Live band performs 11 a.m. to 1 p.m. Lower level community room. Coffee and refreshments served at 12:30 p.m. Newcomers welcome and encouraged to attend. Repeated the first Monday of each month. Westland Center, Wayne/Warren. (313) 425-5001.

PRISON RAGS

Private trunk shows through Aug. 13 of fall fashions sold by appointment through home shows. Call for more information. Bloomfield Hills-area. (313) 855-3432 or 644-2002.

WEDNESDAY, AUG. 9

BRANDS BOOK SALE

Opening night 9:30 p.m. to midnight. Donated \$4. Sale continues through Aug. 16. All hours. Free admission. Half-price days Aug. 15-16. Sponsored annually by Greater Detroit Chapter Brandeis University National Women's Committee. Tel: Twelve Mall, 12 Mile/Telegraph, Southfield. (313) 353-4111.

KIDS PERFORMANCE

Westland Kids Club presents Gemini, a twin brothers musical act, 10:30 a.m. L.C. Perry Court. Artists have stage full of instruments and sing tunes from around the world. Northland Center, Eight Mile/Greenfield, Southfield. (313) 537-0470.

CLAUDE EXHIBIT

One-on-one haircolor consultations and gift bags with the goodies. Noon to 4 p.m. Claude's Mobile Color Hair Studio provides the latest promoting its products. West Maple Ave. 10 Mile/Maple on Cottage in Royal Oak. On Aug. 13 at Maple's on Warren Road in Westland. On Aug. 20 at Perry Drug on 8 Mile in Livonia's Westgate Plaza. Also makeover and style demonstrations. Perry Drug, 3300 West Maple, Bloomfield Commons. 1-800-433-NAAR.

ADDED ATTRACTIONS

WARDROBE REPAIR

Successful Images International presents essentials for a fashionable, affordable wardrobe. 6:30-8:30 p.m. \$7 per person. Reservations suggested. Nicole's Revival, 958 Newburg, Westland. (313) 522-7171.

KIDS CLUB FUN

Johnson Marionettes perform "The Secret," a play about ancient Egypt, 2 and 3:30 p.m. Stage near Crowley's. Part of Wednesday's summer series for children. Livonia Mall, Seven Mile/Hatfield. (313) 478-1165.

THURSDAY, AUG. 10

KIDS MUSICAL

Maureen Shiffman performs "Animal Farm," 11 a.m. and 3 p.m. Central Court. Westland Mall, Middlebelt/Plymouth, Livonia. (313) 522-4100.

FASHIONS AT LUNCH

Clothing from Chico's is informally presented from noon to 2 p.m. at Stage & Co. Restaurant. The Boulevard, Orchard Lake/Maple, West Bloomfield. (313) 855-0622.

FRIDAY, AUG. 11

THEIR SHOWS

Shaw presents Leigh Price of New York and the Steven Yearick collection of gowns and dresses through Aug. 12, store hours. Leathers by Toby will also be available for special orders. Orchard Mall, Maple-Orchard Lake Road, West Bloomfield. (313) 626-7470.

THEIR DISCOUNTS

Scott Gregory hosts Annie Reiss's fall collection (glamorous occasion attire) inspired by the '40s and '50s) and Carolyn Shyne's collection of handcrafted handbags through Aug. 12, 10 a.m. to 6 p.m. Applegate Square, Northwestern/Inquirer, Southfield. (313) 353-9400.

STREET MUSIC

Bobby Lewis and the Cracker Jack Band, perform classic rock hosted by Karen Sevely, 7-11 p.m. Part of summer Friday series. Fourth St./Main, Downtown Rochester. (313) 658-0000.

INFORMAL MODELING

Featuring the latest fashions from Northern Reflections and Talbots during lunch, noon to 2 p.m. at D. Denison's and Allen's American Grill. Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 462-1100.

SATURDAY, AUG. 12

BARBECUE SALE

Chester Street Parking Structure hosts annual sale stocked by individuals, retailers, and civic groups 9 a.m. to 6 p.m. Repeated Aug. 13 from 11 a.m. to 5 p.m. Entertainment and refreshments. \$1 admission. Chester/Downtown Birmingham. (313) 644-1700.

HEALTH TEST

American Heart Association offers free blood pressure screenings, 11 a.m. to 2 p.m. near Montgomery Woods, Repeated on Aug. 26. Westland Mall, Middlebelt/Plymouth, Livonia. (313) 522-4100.

PLYMOUTH FARMER'S MARKET

7:30 a.m. to 12:30 p.m. choose from fresh produce, plants and baked goods every Saturday through October. The Gathering, Across from Kellogg Park. (313) 453-1540.

FARMINGTON 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. (313) 473-1275.

SUNDAY, AUG. 13

STREETBOOK SURVEY

Dave Lockhart reads "Charlie and the Caterpillar," 1 p.m. Central Court. Redden finished book report. Some for mail discount tickets. 50-cent kids meals at participating restaurants. Fairlane Town Center, Michigan Ave./Hubbard, Southfield. (313) 563-3540.