

MALLS & MAINSTREETS

(F7C)

MONDAY, AUGUST 14, 1995

SHOPPING CENTERED



LINDA BACHRACK

Fall's shoes make strides in fashion

Feminine slingbacks, shiny mock croc pumps, chunky-heeled loafers, nostalgic T-strap, mod patent-leather boots and sexy satin party shoes. These are the footwear silhouettes that will complement fall's decidedly glamorous and spirited fashions.

The shoes, like the clothes, are wearable (bypass the stiletto heels) believable and have a modern attitude with retro styling. I looked to Edwardian shoes, 237 Pierce in Birmingham, for a selection of new fall footwear trends.

Owner Nancy Paley pointed to Martineo Valero's rich brown mock croc straight-heel pump for a classic and refined dress shoe (\$103). Another new contour is the alluring chocolate suede T-strap, also by Valero (\$121), and the stacked heel, square-toe bootie by Seychelles, again in a dark mocha leather (\$104). "The animal influence is also hot," said

Paley. Franco Sarto designs a very tailored loafer with a furry jaguar-patterned inset. You'll also be seeing leopard-print dress shoes and boots. Also check out Michigan's own Hush Puppies, the waterproof blucher in new for-the-'90s colors, including lilac.

Made for walkin'

For all of you wild flower children, the season's newest trend is the sleek, high-luster go-go boot. White patent leather is the obvious choice of the truly fashion-forward, but Gucci shows a more conventional black patent boot with its signature silver horse bit.

For casual days, look for lug-bottom boots, chunky loafers accented with silver T.D. bracelets and gold bits, and soft leather high-shaft lace-up boots. All of these styles are available at Enzo Angiolini at Twelve Oaks mall in Novi. The kids



crave the shoe styles they see on their older teenage idols, and the folks at Greg Shoos, 6325 Orchard Lake Road in West Bloomfield, are determined to give them what they want. Rebola is a line of canvas play shoes that feature black or white chunky heels and lug soles in boots (\$45), low-tops (\$32) and T-straps (\$32), and red hot for fall — the same styles in nubuck and suede.

Casual chic

Finally, for all the casual-Friday guys out there, Timberland defines classic footwear styling. The new Wingtip is



waterproof with a lightweight "dura" outsole and a glove lining (\$150). It comes in walnut, a rich, golden-brown hue that's perfect with

khakis. A leather chukka bush hiker features oil-tanned nubuck leather and a removable EVA footbed.

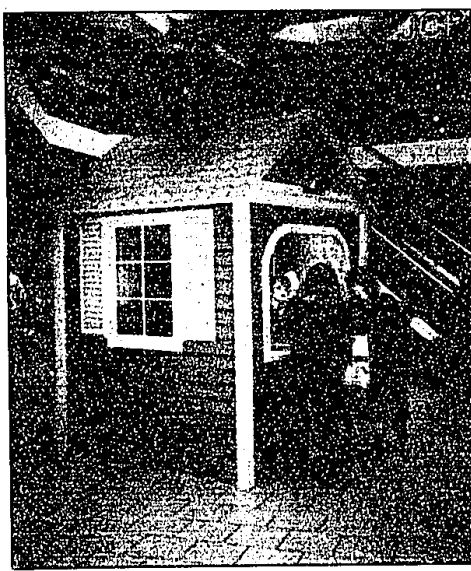
Available in eight colors, the original Pinnacle workboot is covered with silicone and offers thermal microfiber insulation (\$140). Of course, Timberland also manufactures trail-friendly Euro Hillers and several rugged styles for women. Available fine retail stores including Mr. Alan's and Sherman Shoes.

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 1859, or fax, (313) 644-1314.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Go Behind The Label with James Purcell.
- Exploring a new market — golf stores for women.
- Added Attractions lists events at area shopping centers.
- Retail Details briefs you on changes in the marketplace.



Registering receipts: Shoppers receive credit for mall purchases at little red schoolhouse booths. The credits are directed to individual schools chosen by each shopper. "Be True To Your School" will be available at Lakeside, Twelve Oaks and the Fairlane Town Center.

BY SUSAN DEMAGGIO
STAFF WRITER

Media Play is open at Tel-Twelve Mall in Southfield with a "concept that's so right for the '90s," according to manager Tom Klein.

"Where else can you go for one-stop entertainment shopping?" he asked. "We've got everything from books to music to computer software to films — thousands of titles all under one roof for everyone in the family."

The Tel-Twelve store is the second Media Play in metro Detroit. The first opened in July on Telegraph in the Pontiac across from Summit Place Mall. Two more Media Plays are about to open in Roseville and Ulica. The Southfield store completes the

build-out of Tel-Twelve Mall and assures "a whole new population of mall traffic," according to mall manager Richard Fair. "Media Play anchors the south side of the center," he said. "And although Media Play has a separate entrance and is not accessible through the mall, we expect many of their shoppers to visit mall stores, too."

Media Play was founded in 1992 in Rockford, Ill., as the growth arm of the Musicland Stores Corp., which also owns Suncoast Motion Picture, On Cue and Sam Goody. Based in Minneapolis, Musicland is the leading specialty retailer of pre-recorded home-entertainment products in the U.S.

New mall program benefits education



BY SUSAN DEMAGGIO
STAFF WRITER

Because they know how hard educators and PTAs already work, and because they know how tight funds for education can be, and because they want to shop at their centers exclusively, three shopping malls have come up with a program to benefit local schools.

Called "Be True To Your School," the program runs Monday, Aug. 21, through March 31, 1996, at Lakeside, Twelve Oaks and Fairlane Town Center in Dearborn. Shoppers simply look for the red schoolhouse booths strategically placed throughout the malls and show their store receipts for credits toward educational materials for the school of their choice.

The "schoolhouses" will be staffed by mall personnel during regular mall hours. Shoppers' receipts will be stamped, returned to them, and applied to their school's running tally. All administrative details will be handled by the shopping centers. Receipts are totaled daily and computer-generated reports of credits earned are sent monthly to participating schools.

When "Be True To Your School" ends in March, schools can use their credits to purchase materials from the most-respected educational vendors in the country — National Geographic, PBS Video and Follett Library, to name a few.

"The receipts can come from anything you buy at the mall," explained Ava Demonia of Fairlane. "Like a cup of coffee from the Coffee Beanery, a refrigerator from Sears, a movie ticket from the mall's cinema. The only requirement is that the purchase be made between Aug. 21, 1995, and March 31, 1996." Receipts do not need to be credited the same day of the shopping trip.

Demonia said the "Be True To Your School" program was piloted in both Washington, D.C., and Baltimore for several years before being adopted for the metro Detroit area. She estimated that schools earn a \$1 credit for every \$200 spent, and the amount accumulates quickly since the program runs during the most-shopped months of the year, fall through the holidays.

"We see the youth of today as the future of our schools," she said.

See SCHOOLS, Next Page

Tel-Twelve welcomes its Media Play

BY SUSAN DEMAGGIO
STAFF WRITER

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At the Tel-Twelve Mall store, the second floor holds the books and children's department, while the lower level houses videos, compact discs, tapes, computer software, motion picture memorabilia, and a Euro-style cafe.

Media Play offers 40 percent off hardcovers on the current New York Times list of best sellers. In the music department Billboard's Top 25 selections are also discounted every day.

Interactive displays in each department allow shoppers to sample music and preview films and video games. Media Play plans craft and story hours for children, book signings and poetry readings for adults.

Spokeswoman Kathleen Davies said customers spend an average of 1 1/2 hours in the store during their first visit "and they buy," she said. "Sales in the 13 Media Play units opened in 1994 averaged \$9.2 million."

Media Play encourages shoppers to linger with comfortable seating and well-marked departments that lead into one another. "No one pulls entertainment together like we do," Klein said. "We're just so right for the '90s. With approximately 50,000 square feet of sales floor and an inventory of 200,000 stock-keeping units, (SKUs) we're like the rage of retail these days, the superstores."

ADDED ATTRACTIONS

Wacoal Fitter Sandy Chung, 10 a.m. to 1 p.m. Third floor. Also see David Hayes special order collection both days from 11 a.m. to 4 p.m. Designer Salon. Somerset Collection. Big Beaver/Coolidge. Troy. (313) 643-9000

MONDAY, AUG. 14

HOW-TO CLINICS
Home Depot stores host free seminars each evening of the month at 7 p.m. on home-improvement topics. Sundays: preparing to paint metal. Mondays: sponge painting. Tuesdays: installing a vanity and top. Wednesdays: installing parquet floors. Thursdays: replacing a commode. Fridays: planting fall seed grass. Saturdays: check your local store for times and topics. Home Depot, Canton, Redford, Southfield, Pontiac. (313) 644-0435.

TRUNK SHOWS
Neiman Marcus hosts several shows this week to introduce fall merchandise. Aug. 14-15: Joanna Mastrolanni Evening Collection. Aug. 14-19: Estate Jewelry with pieces from Art Nouveau, Art Deco, Edwardian and Retro eras. Aug. 15: Sissy Tompkins jewelry wear. Aug. 17: Emanuel Show Show. Aug. 18-19: Makeovers with latest fall colors. Somerset Collection. Big Beaver/Coolidge. Troy. (313) 643-3300.

WEDNESDAY, AUG. 16

MUSEUM SHUTTLE
Round trip bus from mall to Detroit Institute of Arts. Leaves mall at 9 and 11 a.m. Leaves museum for mall at 2 and 4 p.m. Tickets \$8. Next trip: Sept. 20. Tickets available through Museum Store, upper level, Twelve Oaks. 12 Mile/Novi. Now. (313) 633-9769.

ACCESSORIES SEMINAR
Successful Images International presents what looks best on you. 6:30-8:30 p.m. \$7 per person. Reservations suggested. Nicole's Revival. 958 Newburg, Westland. (313) 729-7171.

KIDS CLUB FUN
The Magic of Reading, noon, 2 and 4 p.m. Stage near Crowley's. Last of Wednesday summer series for children. Magic shoes and live animals. Lakeside Mall. Seven Mile/Middlebelt. (313) 478-1105.

THURSDAY, AUG. 17

INTIMATED FITTING
Saks Fifth Avenue hosts Peggy & Peter fitting special. 10 a.m. to 3 p.m. On Aug. 18 Saks brings in

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FRIDAY, AUG. 18

TRUNK SHOW
View Robert Clergerie's Fall Collection at Barney's New York. 11 a.m. to 4 p.m. Special orders taken for sizes not usually stocked. Somerset Collection. Big Beaver/Coolidge. Troy. (313) 643-9096

FASHIONS AT LUNCH
Clothing from Marguerite's informally presented from noon to 2 p.m. at Stage & Co. Restaurant. The Boulevard. Orchard Lake/Maple. West Bloomfield. (313) 855-6622

CIRCUS VISIT
The American International Circus performs 2, 4 and 7 p.m. On Aug. 19 at 11 a.m., 4 and 7 p.m. On Aug. 20 at noon, 2 and 4 p.m. Clowns, magicians, prizes, midway fun. Lakeside Mall. Seven Mile/Middlebelt. Lakeside. (313) 478-1105.

ART IN THE PARK
Co-sponsored by Canterbury Village and Lake Orion Art Center. Joint multi-media show and sale featuring the work of more than 150 artists. Through Aug. 20, 10 a.m. to 9 p.m. Oak World Canterbury Village. Aslyn Road. Lake Orion. (313) 391-5700.

HAIR CLINIC
Saks Fifth Avenue's Quarian counter offers nail and pedicure clinic through Aug. 19. Regular store hours. Appointments required. Somerset Collection/Big Beaver/Coolidge. Troy. (313) 643-9000, ext. 337.

DISPONAL MODELING
Mall's fashion panel members present back-to-school styles throughout the center through Aug. 18. Westland Center, Wayne/Warren. (313) 425-5001.

SATURDAY, AUG. 19

CELEBRITY AUCTION
Live auction with TV2 meteorologist Chris Edwards presiding. Hundreds of celebrity autographed gifts

and merchandise. Throughout the day beginning at 1 p.m. Raffle for \$1,000 shopping spree. Midway games, refreshments, entertainment. All proceeds benefit Muscular Dystrophy Association. Lakeside Mall. Seven Mile/Middlebelt. (313) 478-1105.

FASHION SHOW
Latest looks for back to school modeled by area youngsters. 1 and 5 p.m. Center court. Wonderland Mall. Middlebelt, Plymouth, Livonia. (313) 522-4100

HEALTHY KIDS DAY
Noon to 3 p.m. Jacobson's Children's Department. Co-sponsored by the Livonia Family Y. Body fat analysis, in-line balancing safety clinic, step aerobics class and karate demonstration. Lakeside Park Plaza. Six Mile/Newburgh. Livonia. (313) 591-7696

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 Keating 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) 473-7276.

SUNDAY, AUG. 20

STORTROOK SUNDAY
Stacey Dufford reads "Frog Went A Courtin'." 11 p.m. Center Court. Redeem finished book report forms for mall discount tokens. Grand River/Farmington Rd. participating restaurants. Fairlane Town Center. Michigan Ave./Holland Southfield. (313) 593-3546.

ANTI-THEFT PROGRAM
Auto theft prevention seminars, device demonstrations, free vehicle etching and more. noon to 5 p.m. Tel-Twelve Mall. 12 Mile/Telegraph. Southfield. (313) 353-1111.

CLAIRBORO EXHIBIT
One-on-one haircolor consultations and gift bags with free goodies. Noon to 4 p.m. Clair's Hair Color Hair Studio. Newburgh Plaza. Six Mile/Newburgh. Livonia. 1-800-432-HAIR.

MONDAY, AUG. 21

KIDS SHOW
Meet the Moose, a musical for children. 11 a.m. and 6 p.m. Center court. Wonderland Mall.