

MALLS & MAINSTREETS

(F) 5B

SHOPPING CENTERED



LINDA BACHRACK

Add a chic pillow for instant design

When it comes to pillow talk, the folks at Drexel Heritage have the last word. In their glossy home design book, "Moments," the accent pillow is described as a "versatile animal."

"It can assume a sofa's stripes, an armchair's florals, or stand alone in bold, beautiful contrast. Accent pillows are the icing, but they can also be the cake, bringing style, sophistication and comfort to even the most reserved seats in the house."

A few plump decorative pillows can change the entire look of a room. Layered on a bed, propped in the curve of a chair or scattered across a sofa, a bevy of downy-soft pillows give your tired furnishings a new personality.

Mix and match

A tip from the Drexel Heritage designers: Vary pillow sizes, shapes and even fabrics for a rich multi-layered effect. See the Drexel Heritage line of accent pillows including elegant tapestries and exotic animal prints, at Gorman's in Troy, Novi and Southfield. If you're searching for one accent pillow that makes a statement on its own, hurry over to The Print Gallery, 29203 Northwestern Hwy. in Southfield, where owner Diane



DeCillis features fine art pillows by artist Barbara A. Wood. Wood's famous images of women are reproduced on corded canvas pillows. Her coveted designs include "Tea Time," "Pearl," "Solitaire," and "Tulips." (\$35-\$55.)

"I can't keep these exquisite pillows," says DeCillis. "They're selling faster than I can get them in." Definitely worth a look.

The Print Gallery also offers artful pillows from the old masters, including Botticelli, Michelangelo, Monet, Renoir and Van Gogh. More abstract images by Klee and Picasso are soon to arrive (\$40).

Rustic charms

At the Eddie Bauer Home Store in Twelve Oaks, in Novi, pillows are based on the natural textures of the casual mountain lodge mood of the furnishings. Look for woven Kilims (\$59) velvet corduroys (\$22) and madras patchwork plaids (\$22) that enliven ever-popular denim upholstery.

New colors and textures for fall at The Bombay Company in Twelve Oaks include throw pillows with names like Mambo, Trevi and Loden Feather. The designs are richly patterned with leaves and swirls, plumes and flowers and thistles. The pillows are edged in lush gold cording or thick fringe with tassels. Colors are warm and autumn-like, from subtle mochas to rich burgundies (\$25-\$35). Nothing is more inviting than a bed layered with coordinating



with coordinating dust ruffles, sheets and comforters. A toss of pillows finishes the composition, brings new pattern interest, and gives the room a decorator look. The Lila at Home system of bed design helps you define a style by offering a wardrobe of bedroom and bath furnishings with mix and match versatility. It's the details that count, like the perfect accent pillows that pull together the entire look.

The Lila at Home patterns include florals, plaids and dots in pure whites, geranium, cornflower blue, clover and daffodil. Pillows are available in tied squares, rounds and neckrolls (\$31.99-\$39.99). Available at Hudson's.

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 (810) 644-1314.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Annette Zientek aims for a national market with her new catalog of merchandise for women travelers.
- Linda Bachrack goes shopping for a day on the mall.
- Added Attractions lists events at area shopping centers.
- Retail Details briefs you on changes in the marketplace.



Clerk insists no sale too small

It's been a while since we've received any reader testimonials to excellent customer service for this monthly feature series, so we're delighted to print this new one from Laurel Sherman of West Bloomfield.

"After phoning four Ann Taylor stores without success, I came in contact with Linda Kelly at the Fairlane Town Center Store in Dearborn. I was looking for a pair of ivory chenille socks that had been featured in their latest folio. Linda located a pair for me. I explained that I did not live near the Fairlane store, but I needed the socks quickly for a gift. Linda felt that I would not receive the socks in time if she sent them, and she proceeded to inquire about where I worked.

Surprisingly, she did not live far from my place of employment and

See CLERK, next page



BILL DREXLER/STAFF PHOTOGRAPHER

Simply super: The Ann Taylor stores have a winner in associate Linda Kelly who volunteered to make an office call to help a customer.

We're seeking super salespersons

We're shopping for shopping stories about extra special sales people. If you've had a recent shopping experience where a sales associate went above and beyond the call of duty to provide customer service, Malls & Mainstreets wants to hear about it!

Drop us a few lines describing the shopping situation and don't forget

to name the store and shopping center involved. Those accounts published on the Malls & Mainstreets pages each month will win an Observer & Eccentric shopping tote for the sales associate and the shopper!

As an added bonus, those nominated have told us they've been featured in their company newsletters and received gift certificates or mer-

chandise for the notoriety. It's a nice way to say thank you to a business person who goes that extra mile to assist and make life easier.

Send your story to: More Than You Bargained For, c/o Malls & Mainstreets, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Be sure to include your name, address, and daytime phone number.

Collegiate sportswear sales take the field

By LINDA ANN CHOMIN
STAFF WRITER

The first hurrah of the college sports season echoed loudly over the gridiron in Ann Arbor a few Saturdays ago as the University of Michigan Wolverines beat Virginia 18-17. After the game, alumni, students and parents rushed the M-Den at Laurel Park Place in Livonia.

Sales of college-created merchandise — everything from sweatshirts and mugs to Waterford crystal, Crocs pens, and 24k gold-plated cufflinks — were booming.

The M-Den, with eight locations in Michigan including five in Ann Ar-

bor, is the official retailer for the University of Michigan Athletic Department. (Not wanting to leave State fans offside, a small area of the store is devoted to green and white wear emblazoned with the Spartan logo.)

At one time when the M-Den was called The Rivalry, the merchandise mix was 50-50, but slower State sales led district manager Mark Hirth to alter the odds 90-10 in favor of Michigan.

"If M wear is number one nationally as far as sales go, U of M people are crazy. They'll buy anything with an M on it," said Hirth of Farmington Hills.

"The authentic team uniforms are very popular from football to basketball to hockey. But now, people are starting to demand other things with the M on it. That's why we can put out a mail order catalog twice a year, because there are enough customers to support it."

Collegiate wear is big business nowadays for sportswear retailers. Purchases of gift items by parents and grandparents interest more retail dollars than ever before especially in the fall when students head back to school.

Although Big 10 merchandise is at the top of the heap, smaller institu-

tions of learning score their share of loyal customers as well. At The Basketball Court in downtown Farmington, Central, Eastern and Western Michigan University apparel outsells many of the major players.

"At Christmas we sold more CMU than U of M probably because you can't get them anywhere else," said Becky Thomas co-owner with husband Carl. Both are Central grads.

"We try to target the lesser known schools because there are so many graduates and alumni in our area."

Why do people buy collegiate wear

See TEAM SPIRIT, next page

ADDED ATTRACTIONS

FRIDAY, SEPT. 8

ART 'N' APPLES

Rochester's annual salute to fall with fun, refreshments, savings and entertainment through Sept. 10 around town.

Main University, Downtown Rochester.

(810) 656-0000.

INFORMAL MODELING

During lunch, noon to 2:30 p.m. at D. Dennison's and Able's American Grille, see models informally present clothes from M-Den and Foot Locker.

Laurel Park Place, Six Mile/Newburgh, Livonia.

(313) 482-1100.

SPORTS CARD SHOW

Through Sept. 10 from 10 a.m. to 9 p.m. Sunday to 6 p.m.

Cabrera Trade Center, Eureka/7-75, Taylor.

(313) 287-2000.

TWEED SHOW

Scott Gregory presents designer Lorenza with European-inspired tweeds through Sept. 9 during regular shop hours.

Apopolis Square, Northwestern/Tristler, Southfield.

(810) 355-9400.

COUNTY SCENES

The Art Gallery presents an all-media show of Oakland County scenes through Sept. 17. Public reception Sept. 9 from 11 a.m. to 4 p.m.

Great Oaks Mall, Livonia/Walton, Rochester Hills.

(810) 651-1878.

STARLAB VISITS

Detroit Science Center's portable planetarium arrives for shows at 1, 2, 3 and 4 p.m. Call customer service for group reservations. Starlab returns for another visit on Sept. 23, Center Court.

Tel: Twelve Mile, 12 Mile/Telegraph, Southfield.

(810) 353-4111.

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.

(810) 473-7276.

OVAL ROOM SHOW

Hudson's presents informal modeling of latest designer fashions 11 a.m. to 3 p.m. Vendor representatives available. Repeated Sept. 13 at Twelve Oaks in Novi at 6:30 p.m.

Oakland Mall, 14 Mile/John R. Troy.

(810) 597-2200.

SUNDAY, SEPT. 10

GRANDPARENTS WALK

Benefits Muscular Dystrophy Association, registration 9 a.m. Children walk through mall and participate in fun activities with their grandparents. Crowns, entertainment, prizes. Reservation forms at Customer Service Desk.

Tel: Twelve Mile, 12 Mile/Telegraph, Southfield.

(810) 353-4111.

STONYBROOK RUNDAY

Chris Edmunds reads "The Legend of the Indian Paintbrush," 1 p.m. Children redeem finished book report forms for mall discount tokens. 99-cent kids meals.

Fairlane Town Center, Michigan/Hobart, Dearborn.

(313) 593-3348.

MONDAY, SEPT. 11

SENIOR DANCE

11 a.m. to 2 p.m. Lower level community room. Live band. Refreshments. Newcomers welcome.

Westland Center, Wayne/Warren.

(313) 425-5001.