

MALLS & MAINSTREETS

MONDAY, OCTOBER 2, 1995

8B(F)

SHOPPING CENTERED



LINDA BACHRACH

Platinum designs lead jewelry sales

Platinum is the metal of the nineties," says jeweler Stanford Krandall, owner of Sidney Krandall & Sons in Troy. "It's simply a matter of quality. Platinum is more expensive, harder to get, and more durable than gold."

Krandall is one of the few jewelers in town who has the expertise to work in this most precious of metals and he's using it in custom-designed rings, bracelets, necklaces and earrings.

Many area jewelers are becoming partial to platinum, a metal that just five years ago was virtually nonexistent in the United States. Prior to World War II, platinum was the most coveted of precious metals. But the government temporarily disallowed its use in nonmilitary applications, ending its reign as queen of the pure metals. Today, according to the Platinum Guild International, the number of designers working in platinum has increased fivefold, from 50 in 1990 to more than 250. National consumption of platinum for jewelry making has soared from 20,000 ounces in 1991 to 60,000 ounces last year.



Why the resurgence? There are several theories. "Platinum is a symbol of self-confident subtlety — an anti-eighties, less-is-more approach to style," says Faye Penn in a New York Times article on the subject. Women are looking to make a statement without making a show.

"Platinum sounds very high-tech and modern," says clothing designer Marc Jacobs, who selected the silvery metal for his first jewelry line last year. The costly metal is not so much to impress others, as it doesn't announce its value. In fact, a \$50,000 platinum watch might be mistaken for stainless steel. "Sometimes it doesn't matter what people think it is," continues Jacobs. "You know that you have something very good. It doesn't have to have a sign on it."

Young at heart

Though you may associate platinum with your grandmother's Art Deco brooch, current buyers are more often under 30 than over 60. It's the young consumers whose love of silver has transferred to platinum, according to the Platinum Guild.

Platinum-lovers praise the metal's conservative, classy, sober, understated look. They're into simplicity and discretion rather than extravagance. Tiffany & Co. has two platinum lines, a collection of chunky necklaces and bracelets called Platinum Links and Paloma Picasso's Little Secrets. Designer Isaac Mizrahi paraded his Angel Rings down the runway this season. The miniature diamond and platinum rings dangle like charms from a platinum chain. Link Watcher of David Wachler & Sons Jewelers in Birmingham designed an award-winning pin for the International Pearl Design Contest. The graceful fish design is crafted in platinum and 18-karat gold.



Jules H. Schuchman Jewelers of Troy recently hosted The Magic of Platinum, an evening to benefit the Karmann Cancer Institute. Featured designer Michael Bonadina pioneered many of the special techniques used to turn platinum into wearable works of art. His "Platinum Redefined" concept is legendary in the industry. The Schuchmans display a large collection of the "metal of the moment" in their showroom.

"The brooches are never-ending. I'm selling as much platinum in a week as I need to sell in a year," says Terry Yarnall of MD Jewelry Design in Southfield. And Jason Grunwald of Greis Jewelers in Farmington Hills concurs. "I definitely see a return to simple, traditional platinum settings."

All that glitters is certainly not gold.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Go "Behind the Label" with 7th Avenue's Eric Gaskins.
- Linda Bachrach goes shopping for westerns.
- Added Attractions lists events at new shopping centers.
- Retail Details briefs changes in the marketplace.

Advisor tells retailers: Ordinary won't cut it!



Retail consultant Ronald Leonetti advised a gathering of Birmingham merchants how to succeed in today's turbulent specialty store environment: Build an effective strategy for the future, then manage its outcome.

BY SUSAN DEMAGGIO
STAFF WRITER

After 40 years of working with family-owned department and specialty stores, Ronald Leonetti has seen it all.

As the former chief operating officer of Wickman's Stores, he played a key role in the growth and sale of the Detroit-based chain of women's fashion stores. Now, as CEO of his own retail consulting firm, Leonetti specializes in providing strategic advice to company presidents.

He recently addressed members of

- the Birmingham Merchants Association and the Michigan Retailers Association at a breakfast seminar at The Community House in Birmingham. Leonetti warned family-operated businesses to avoid five pitfalls:
- Not recognizing the changing competitive environment.
- Not addressing family/internal conflicts.
- Not developing a succession plan.
- Not bringing professionals into management.
- Not effectively managing assets.

"Don't get trapped in the 'I know

Syndrome,' he cautioned. "Independents think they know best how to run their operations. Maybe they do, but things change very quickly today. If you're waiting for the retail cycle to come back, you'll wait forever. Retail will never be what it was in the past."

"Consumers are in charge of what we do today. If you don't pay attention to lifestyles and value perceptions, you won't get business."

Leonetti said today's market belongs to the superstores, which have outperformed malls for the last 10 years. But independents can still hold their own, he insisted, by offering impeccable customer service and convenience.

"Street shopping is where it's at," he said. "Today, does anyone sell something nobody else sells? No! So to win customers you must be dependable and predictable. Satisfy the

customer on every trip to your store."

He suggested retailers implement these practices:

- Tight management of inventory. Install a computer and use it to keep track of what's selling. Don't continue to buy items that aren't moving. Eliminate stale merchandise, which sends a negative message to customers. (Most stores do 80 percent of their business from 20 percent of their inventory.)
- Make sure employees are equipped with product knowledge. Sales associates can build sales by teaching and explaining products to often-confused consumers.
- Have what customers want.
- Seasonalize merchandise to bring newness to your store.
- Display categories of related merchandise.

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New store caters to race fans

BY LINDA ANN CHOMIN
STAFF WRITER

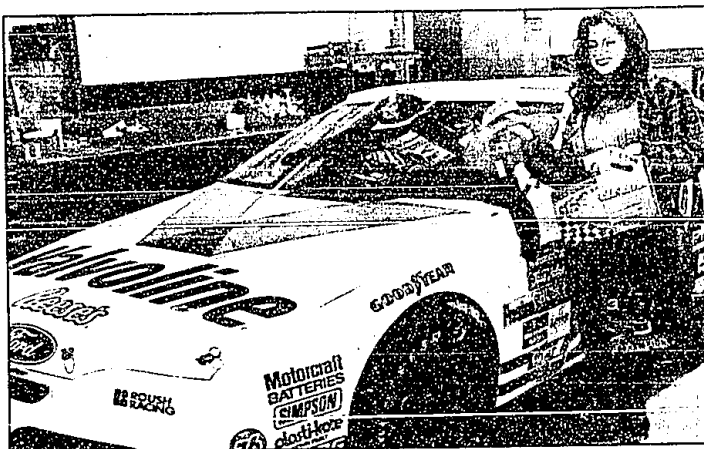
Roush Racing bets the sport of stock car racing, and the roar of its engines wins customers for the new Roush Racing Store in Livonia.

Located at the front of the Roush Racing facility (on Schoolcraft between Farmington and Meridian) the Roush Racing Store is aligned with three Trans-Am racing car teams and a NASCAR SuperTruck team. It offers everything from apparel to lithographs showcasing fans' favorite drivers and cars.

Sales representative Eileen Skelton refers to the retail enterprise, which opened June 16, as "a full-line NASCAR (National Association for Stock Car Auto Racing) collectibles and souvenir shop." The store carries T-shirts, hats, jewelry, diecast model cars, throwies, baby bottles, and wallpaper borders imprinted with logos, cars, drivers, and of course, Mark Martin's #6 Ford Thunderbird sponsored by Valvoline.

"Owner Jack Roush is involved in NASCAR racing and has two cars on the circuit — Mark Martin's and Ted Musgrave's," said Skelton. "We're a natural to carry a variety of merchandise of interest to many different drivers. We have a lot of Ford because we have a lot of diecast from Ford, but we also sell Pontiac and Chevy."

Right now, the best-selling merchandise represents sports drivers like Jeff Gordon, Dale Earnhardt,



ART EMANUEL/STAFF PHOTOGRAPHER

Racing merchandise: Eileen Skelton shows off some of the NASCAR items available to fans at the new Roush Racing Store in Livonia.

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Ted Musgrave, and Mark Martin, who won more Winston Cup pole positions than any other driver in the past five years.

"A lot of people come in and want to decorate their baby's room in race cars," Skelton said, explaining

shoppers' reactions to the store. "T-shirts are popular. They make great presents, as do the racing flags. We sell memorabilia such as the actual signs from the races, and authentic

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RETAIL DETAILS

Retail Details features the latest news briefs from mall and Main Street shopping centers. Mail submissions to: Retail Details, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax them to: (810) 644-1314.

■ **FLOWERS AT LUNCH**
Patterson-Carney Florist on Pice in Birmingham hosts free lunch

hour demonstrations every Thursday from 1-1:30 p.m. Reservations are required. Oct. 5: Fall Faux Fruit Designs. Oct. 12: Bouquets in a Pumpkin. Oct. 19: Holiday Ribbon Designs. Oct. 26: Winter Wonderland Designs. Call (810) 647-7477.

■ **SHOP RELOCATES**
Esther's Judaica Giftworld, formerly of Crossroads Mall in West

Bloomfield) is moving to the Sugar Tree Plaza at 6337 Orchard Lake Rd. The shop sells religious items, Jewish books, CDs, art, toys, and games Sundays through Fridays.

■ **RETAIL SHOP RELOCATES**
The Tixy's Winkles Resale Shop moved from Middlebelt to the Livonia Plaza at Five Mile and Meridian, next to Blockbuster Video.

Owner Julia Voutyras, a mother-of-three, said the shop sells "like-new clothing" furniture, equipment, accessories and toys. There is also a new clothing department that carries lines like Heartstrings, Good Love, Little Me and Winning Moves at substantial savings. Voutyras pays cash for outgrown

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ADDED ATTRACTIONS

SALON BENEFIT

Packmo's Salon hosts open house to benefit The Rainbow Connection. 11 a.m. to 7 p.m. Refreshments courtesy of Farmer Jack. Manicures, facials, pedicures, paraffin treatments by appointment. 100 E. Big Beaver, Troy. (810) 858-0122.

TRUCK SHOW

Rez & Sherm presents evening games by Sam Corbin with representative Linda Ward through Oct. 7. From 10 a.m. to 6 p.m. Thursday until 8 p.m. Bloomfield Plaza, Maple/Tekumseh. (810) 855-8877.

FRIDAY, OCT. 6

NEEDLE ARTS SHOW

Fashion sewing, quilting, and needle arts show through Oct. 8. Sewing contests, displays, seminars. New Expo Center, 1-694/Novi Road. 1-800-394-0079.

CLOTHING AT LUNCH

As part of her 20th anniversary in the fashion biz, Janet Varner hosts informal modeling of her latest collections from noon to 2 p.m. at Kroger & Meier, every Friday through Dec. 29. 321 Main, Downtown Rochester. (810) 853-2212.

SATURDAY, OCT. 7

PET HOLIDAY PHOTO

Santa Paws poses with pets 10 a.m. to 6 p.m. in Mall collections from noon to 2 p.m. at Kroger & Meier, every Friday through Dec. 29. 321 Main, Downtown Rochester. (810) 853-2212.

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/e. Farmington Rd. (810) 473-7276.

OCTOBERFEST

Runs through Oct. 31. Sidewalk sales. Special promotions. Canterbury Village, 1-75/Joshua Rd. Lake Orion. (810) 391-5700.

SUNDAY, OCT. 8

STORYBOOK SUNDAY

Dave Lockhart reads "The Wump World." 1 p.m. Children redeem finished book report forms for mail discount tokens. 99-cent kids meals. Fairlane Town Center, Atchafalaya/Hubbard, Dearborn. (313) 593-3546.

MONDAY, OCT. 9

FASHION BENEFIT

Annual program benefits Longacre House of Farmington Hills. 10 a.m. Crafts and gifts Boutique, Lunch at noon. Fashions from Liz Claiborne and Ceresia & Other Furs at 1 p.m. Cash bar. Prizes. Tickets \$30. Novi Hilton, Haggerty/H. Eight Mile. (810) 477-8464.

EVERETT'S APPRAISE

Sales Fifth Avenue introduces "Open Collection," quarterly evergreenware for immediate purchase or special order through Oct. 10. Dashiell Station, Somerset Collection, Big Beaver/Coolidge, Troy. (810) 643-9000.

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, 48009. Or fax to: (810) 644-1314.

WEDNESDAY, OCT. 4

DRESS DESIGNER

New York representative introduces fall line of Liz Claiborne dresses at the store and answers customer questions. Beginning at 1 p.m. Twelve Oaks, 12 Mile/Novi. Nov. (810) 347-0660.

FORMAL MODELS

Talked free clothing for women from Hersh's presented noon to 2 p.m. during lunch at Stage & Co. Boardwalk, Orchard Lake/Maple, West Bloomfield. (810) 855-8622.

THURSDAY, OCT. 5

BLOCK PARTY

Birmingham's Eastlatch Shops (first two blocks west of Woodward) host free valet parking, outdoor barbecue on Cook's Garden patio, jazz trio David Cortina and Company, Celtic performer Greg Lane, Charlie Chaplin film (same Joe Vitale and merchandise open houses 6-8 p.m. To name a few of the participating shops: Watch Hill Antiques, Artichoke Gallery, Oscar's, Carol Lewis Skin Care, Fitness Line For You, Kappa Chi, Chameleon's, Magnolia's and Mary's Cookies. Maple/Hunter, Downtown Birmingham. (810) 644-7445.

WEDNESDAY, OCT. 4

Carists designed for home comfort and security through Oct. 5. Livonia Mall, Seven Mile/Hubbard. (810) 478-1180.