

MALLS & MAINSTREETS

MONDAY, OCTOBER 23, 1995

(F7B)

SHOPPING CENTERED



LINDA BACHRACK

Look to movies for costume ideas

Maggie Friedman will become Cinderella the Bride on Oct. 31 when she takes to the sidewalks of her Farmington Hills neighborhood for treats, no tricks. As she browsed through the costumes at the Disney Store in Twelve Oaks Mall, Maggie had one purpose in mind — "to find the prettiest princess gown in the world."

The displays at the Disney Store enticed Maggie with Snow White's dress and Belle's ballgown. There was Jasmine's fancy finery and Cinderella's renowned homemade creation. But none compared, in Maggie's eyes, to Cinderella's actual wedding dress, complete with slippers, veil and headband.

If Pocahontas is more your style, her cute ruffled-edged costume comes with moccasins. Tinkerbell carries a magic wand. Maybe you would rather be a furry Simba or the creepy Gollath the Gargoyle with wings. John Smith and his sword and shield are here, as are Captain Hook, Peter Pan and Winnie the Pooh. It's Disney character heaven, priced from \$29 to \$42.

For older, if not wiser, Halloween celebrants, check out Van Beu's at 2823 North Woodward in Royal Oak. This venerable costume shop, serving customers since 1947, went out of business last April but reopened for Halloween and will remain open until Jan. 1. All of the costumes are for sale at the rental prices — some real masquerade bargains.

Hot items this year are vintage Colonial-style tapestry and velvet waistcoats inspired by Interview With A Vampire. Also look for Confederate uni-

forms; Southern belle hoop skirts; wild '60s flower child halters, vests and bell bottoms; and jaunty sailor suits. Boxes of accessories will spark your imagination. Dig through piles of hats, veils, shawls and Clogan's collar.

Costume sales are expected to top \$400 million this year, according to University of Detroit Mercy marketing professor Michael Bernacchi, J.D. In his newsletter, The Mike-escape, Bernacchi shares his haunting research.

It's scary to think that more than \$794 million was spent on Halloween candy alone last year, an average of \$3 per American. All Hallows' Eve is ranked as the third biggest party day of the year and has emerged as the start of the holiday season for retailers.

Speaking of treats, Jacobson's has a corner on goodies. I found candy corn in beautiful lime green and bright red packages (\$3.95). Tall 22-inch cake holds mini chocolate chip cookies (\$3.95). Pumpkins are filled with jellybeans and chocolate jack-o-lanterns (\$4.95). There's even witch's brew (\$3.95), spider cookie dough mix (\$3.95) and table accessories to ensure a mix party.

If you're really into weird stuff, call 800-231-6000 for a Bristlebane catalog, the best of the bizarre. Besides the biggest selection of spooky skeletons, you'll find mechanical fleshy hands, gelatin-shaped body parts and a Face Mask Magician with instructions on how to make hundreds of wacky faces. There's professional-style Ninja Doggie Bones costume for Fido. It's an amazing accumulation of oddities. Finally, to ward away the goblins, the folks at Four Seasons Garden Center in Oak Park recommend a Pumpkin Head Scarecrow. With cornucopia and cucumber



eyes, he's sure to frighten evil spirits while he charms fairy princesses and all other good little trick-or-treaters.

Linda Bachrack welcomes column ideas and suggestions of merchandise to feature each week. Contact her via fax at (810) 644-1314, or call her at (313) 953-2047, mailbox 1889.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- The malls celebrate Halloween with many free activities.
- Exclusive designer gifts to benefit the Wellness House.
- Linda Bachrack goes shopping for very important video.
- Retail details briefs you on changes in the marketplace.



Halloween headquarters: Shops like Spencer's Gifts at the Fairlane Town Center in Dearborn devote more floor space over longer periods of time to merchandise promoting October fun.

Chocolatier aims for the top

BY SUSAN DEMAGGIO
STAFF WRITER

There is chocolate and then there's Jerbeu Chocolate.

To understand the difference, carefully open the chic contemporary packaging. Next, note the unique pyramid shape of each truffle.

Now, sink your teeth into delicate dark chocolate blended with fragrant raspberries in hotsweet chocolate.



Katalin Coburn



Finally, finish m-m-m-ing and pick up another piece.

The recipes and designs belong to Jerbeu Chocolates of Camarillo, Ca. whose president, chocolatier Katalin Coburn, 40, said she continually challenges the limits of presenting high quality chocolates to appreciative customers. She came to town recently as a guest of Hudson's 10-day festival, "For the Love of Chocolate," in the Marketplace departments.

"Chocolates are an affordable luxury," Coburn explained, after meeting with customers at the Oakland Mall in Troy. "That's why sales of gourmet chocolate skyrocket during recessionary times. People rationalize, 'I can't buy this \$200 coat, but I can buy this \$2 bar of chocolate.' It's instant gratification."

An instant hostess gift. That's one of the reasons Hudson's has reopened its candy departments, positioning them in high traffic areas usually on the main floors, according to Fiore Tiemo, group manager for Hudson's

Marketplace Foods. "Gourmet chocolates are a very giftable item along with wines and champagnes," he said. "Based on our customers' requests, we're bringing both back to our Marketplaces in a big way this fall. People out shopping, short on time, want to grab a gift for their family or the hosts of a dinner party they may be attending. Pretty, delicious chocolates are perfect."

Coburn agreed that the chocolate business is good. Though her product is available through gift shops and fine department stores, she is looking for a southern California site for a Jerbeu Chocolate Boutique. In the

See JERBEU, 5B



Dandy candy: Jerbeu Chocolates sport a triangular shape.

See HALLOWEEN, 5B

Selling spooky is big business

■ The popularity of Halloween continues to grow, delighting specialty retailers selling animated grim reapers, screeching witches and flickering candelabra.

BY LINDA ANN CHIOMI
STAFF WRITER

Clap your hands and a huge black spider scurries up a rope. Welcome to Halloween USA where things really do go bump in the night!

Our beloved goblin-filled holiday has become big business. Halloween is not just costumes and carved pumpkins anymore, but motion activated screaming black cats and electronic witches stirring bubbling brews for people who want to create their own scary scenes.

In 1977 when Chris Bearss opened his first Gags & Gifts store (of which Halloween USA is an entity), sales of holiday-related merchandise consisted of a boxed costume with a plastic mask. Today, the Farmington Hills resident under his parent company Gags & Games, employs 80 to 100 people to sell everything you'll ever need to celebrate Halloween, from animated spiders to a nine foot dragon manufactured in Gag Studios in Livonia.

"Halloween's a fun holiday. It allows people to express themselves. Every person out there is a kid at heart," said Bearss, co-owner with John McIntire of a dozen Gags & Gifts in Livonia, Westland, Rochester, West Bloomfield, and Canton Township.

"We aspire to be to Halloween what Bronner's is for Christmas."

According to assistant store manager Theresa Fischer, people can't seem to get enough of the electrified skull candelabra with flickering lights, animated spiders that crawl along the floor, and the squirming rat caught in a trap.

"People are really into the lights and effects, anything that moves or

SPOOKY FUN

Jacobson's hosts cookie decorating, puzzle coloring, magic shows, and trick or treating. 11 a.m. to 6 p.m. Children's Shop. Great Oaks Mall, Livonia/Vaughn. Rochester Hills. (810) 611-6000.

WINE TASTING

Hudson's presents wine experts with samples of fall offerings. 5-7 p.m. Must be 21 years or older to attend. Reservations required. Tickets cost \$10, but \$5 redeemable on purchase of \$25 or more of wine. Twelve Oaks in Novi. Oakland Mall in Troy. (810) 344-6393. Oakland (810) 597-2034.

DECORATING EVENT

Studio 56 merchandise, tips, seminars, drawings to benefit Ronald McDonald House, through Nov. 6. Auction of Village animated skating pond autographed by Dorothy Hamill. Pagan & Fancy, 323 Main, Rochester. (810) 551-5188.

SUNDAY, OCT. 29

STORYBOOK SUNDAY

Linda Land of WHCC radio reads "Winnie the Pooh's Halloween." 1 p.m. Children invited to attend in costume. Free bag of treats. 99-cent kids meals at participating restaurants. THIS IS THE FINAL READING OF THE YEAR. Storybook Sunday returns in January. Fairlane Town Center, Michigan/Auburn. Dearborn. (313) 553-3546.

HALLOWEEN PARADE

Children in costume invited to participate. Parade begins at 4:30 p.m. At 2 p.m., Junior League hosts a pumpkin patch. Doughnuts and cider. Shown Park, Bates/Morris. Birmingham. (810) 644-1700.

MONDAY, OCT. 30

HALLOWEEN PHOTOS

2-7:30 p.m. Repeated Oct. 31. 10 a.m. to 3 p.m. Kids in costume get FREE 3x5 photo against Halloween background. Precious Memories Studio, 7309 N. Lilley, Canton. (313) 415-1414.

HALLOWEEN HAPPENINGS

Free to kids 14 and under. Trick-or-treat bag filled with nutritious treats, activity tips. Face painting and prizes. 5:30 to 8 p.m. at Oakwood Health Information Center. Fairlane Town Center, Hubbard/Michigan. Dearborn. (313) 276-5155.

ADDED ATTRACTIONS

ARTS AND CRAFTS

Browse through creations by professional artisans from across the country throughout the mall through Oct. 29. Item categories include soft sculpture, stained glass and jewelry. Wonderland Mall, Plymouth/Middlebelt. Livonia. (313) 522-4120.

CRAFT DEMONSTRATION

"Winter Wonderland Designs." 1-1:30 p.m. Free. Reservations suggested. Patterson Center, 2913 Pierce, Birmingham. (810) 647-7477.

FRIDAY, OCT. 27

HALLOWEEN FUN

2nd annual pumpkin carving display by Chef Gary Eizenman of Lake Orion, 300 on display and lit beginning at dark. Pumpkin sales begin Oct. 28 to benefit St. Jude Children's Research Hospital. Haunted Village treated by Boy Scout Troop 126. Games and crafts. Two pumpkins weigh more than 400 pounds. Guests invited to bring cameras through Oct. 29. Century Village, Joshy/Off 1-75. Lake Orion. (810) 391-5700.

WARRIOR EXHIBIT

Bloomfield Plaza merchants host 32 limited edition screenprints of pop artist Andy Warhol's work throughout plaza stores through Nov. 5 during business hours. Outstanding exhibit is free. Bloomfield Plaza, Maple/Telegraph. (810) 644-0660.

INFORMAL MODELING

Latest clothes from a Pee in the Pod and Casual Corner presented during lunch, noon to 2 p.m. at D. Denison and Allen's American Grille. Laurel Park Plaza, Six Mile/Newburgh. Livonia. (313) 591-7696.

CLOTHES AT LUNCH

Janet Varner presents informal modeling of latest collections from noon to 2 p.m. at Kruse & Sular, each Friday through Dec. 29. 321 Main, Downtown Rochester. (810) 652-2212.

SATURDAY, OCT. 28

SPOOKTACULAR SHOW

Marianna Wagoner, audience participation, eerie showcases and the prize for madman Doug Scholer. 11 a.m. and 1 p.m. Fairlane Mall, 12 Mile/Telegraph. Southfield. (810) 351-1111.

Retailers submit announcements of upcoming events and promotions for Added Attractions. The deadline is the Wednesday before publication on Monday. Send facts to: Malls & Mainstreets, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax to: (810) 644-1314.

MONDAY, OCT. 23

DRAWING CONTEST

Kids 10 years and under, are invited to draw "What Makes Me Cuddle" to win a seat with Santa during the mall parade on Nov. 16. Winner also gets his/her drawing on the cover of the Giggie Gang calendar for 1996. Forms available at Information Booth. Deadline for return: Oct. 31. Winning art drawn at random. Oakland Mall, 14 Mile/John R. Troy. (810) 758-4355.

PUPPETS AND PHOTOS

Little Red Riding Hood presented daily at 7 p.m. through October. Saturdays at 11 a.m. and 3 p.m. Sunday at 11 a.m. and 3 p.m. Also, photo exhibit of Monte Nagle's work through Oct. 29. Meadowbrook Village Mall, Walton/Adams. Rochester Hills. (810) 375-9451.

WEDNESDAY, OCT. 25

INFORMAL MODELING

Fashions from Rear Ends presented noon to 2 p.m. during lunch at Stage & Co. Boardwalk, Orchard Lake/Maple, West Bloomfield. (810) 855-8522.

THURSDAY, OCT. 26

HALLOWEEN BALL

Benefit for Children's Leukemia Foundation of Michigan. 5-9 p.m. Entertainment, food, beverages. "Too Hot" a play by Children's Theatre of Michigan at 6 p.m. Musical program by Chautauque Express at 6:30 p.m. Tickets \$12 available at Hobbyville, 280 Maple in Birmingham (810) 540-1977, or through Leukemia Foundation. Reservations required. Pierce Elementary School, 1829 Pierce, Birmingham. (810) 353-8222.

ARTIST SHOWINGS

Quimper Pottery president Paul Janssens signs purchases and presents vintage-clocks for exhibit. Noon to 6:30 p.m. Wine reception 6-8 p.m. Repeated Oct. 27 from 11 a.m. to 8 p.m. and Oct. 28 from 10 a.m. to 2 p.m. La Bella Piovone, 185 West Maple, Birmingham. (810) 840-3876.