

# MALLS & MAINSTREETS

(F)5C

MONDAY, OCTOBER 30, 1995

### SHOPPING CENTERED



LINDA BACHRACH

## The kids will love new holiday films

**B**eginning to wonder what to give the little ones on your gift list this holiday season? As November approaches, it's time to start asking that all-important question, "What do you want Santa to bring this year?"

For those who are continually at a loss for new ideas that are guaranteed to make a child's face light up, consider the gift that entertains over and over again — the babysitter's best friend — a home video.

Sony Wonder, the children's and family division of Sony Music and Epic Records, introduces four new holiday video titles. The package of family favorites includes "White Christmas" (\$12.99) and "Old Bear Stories" (\$12.99), based on the popular children's books of the same name. Also look for "Noah's Ark" (\$14.99) and "The Christmas Elves" (\$14.99), animated musical adaptations of classic stories. Coupons for Mattel toys can be found inside each release.

In addition, Sony Wonder and Nickelodeon Video introduce a re-release of "Ren & Stimpy: Have Yourself a Sinky Little Christmas" (\$14.99) and "Rugrats: The Santa Experience" (\$9.99). Rocko fans will love "Rocko's Modern Christmas" (\$12.99), starring the cheerful Ed Bighead. "Deck



"The Hall's" is Sony Wonder's "Puzzle Place" re-release. From the critically acclaimed PBS preschool series, "Deck The Halls" features Patti LaBelle singing Jingle Bells. A portion of the proceeds from the sale of this video will be donated to Grandma's House, a Washington, D.C.-based organization for children with AIDS.

The episode celebrates the many different ways to celebrate the season, including Kwanzaa, Hanukkah and Las Posadas observances (\$14.99).

New arrivals at Media Play, with outlets in Southfield and Waterford, include "Once Upon A Forest," "Speed Racer," "A Goofy Movie," "All Dogs Go to Heaven," and "A Little Princess" (\$8.99-\$19.99). Look for "Free Willy 2" and "Power Rangers" in November.

Wallace and Gromit are the claymation heroes of the comedy thriller and 1993 Academy Award-winning animation film "The Wrong Trousers" (\$9.99). This newly released home video from BBC Video and CBS/FOX is sure to claim the hearts of children and adults. It's been called "brilliantly funny" by critics.

All of the above-mentioned videos are available through local video retail outlets.

Kideo Productions introduces the first-ever personalized children's videos, in which real kids are the stars. Through the use of video digital technology, Kideo incorporates a child's photo into a fun-filled educational video story. Recommended for ages 3-6, Kideo is available by calling (800) 93-KIDEO (\$29.95-\$34.95). Finally, in response to parents' concerns about what their children are watching on television, TCI developed a new concept in remote controls called Kid Control.



Control. Channel Rover, a purple puppy, and Remodel-A-Room, a bright red mouse, are Remodel's eight-channel universal remote controls.

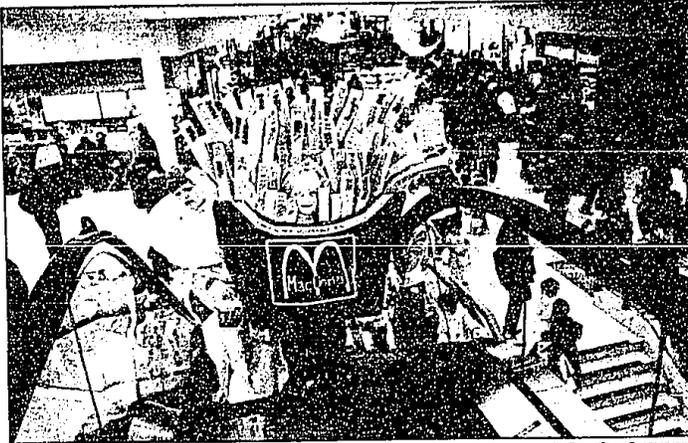
Pre-programmed by parents, these remotes let children click right on their favorite channels. The buttons feature recognizable logos of channels like Disney, Nickelodeon and The Discovery Channel (\$29.95 for TCI cable subscribers). This is a most clever and innovative gift idea.

Linda Bachrach 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:

- Is there really "glamour" in the kitchen? The owner of four Kitchlen Glamor shops says 45 years in business proves it!
- A sneak preview of holiday mall exhibits.
- Linda Bachrach goes shopping for the newest ski fashions.



JIM RIDEA/STAFF PHOTOGRAPHER

**Eyes on the files:** Hundreds of kids prefer to trick or treat at the mall. It's safe and bright, and they're sheltered from any rain or cold. This photo was taken at Oakland Mall in Troy last Halloween.

## Spirited mall fun planned

Every year the number of families haunting the malls on Halloween grows stronger. Malls respond with treats, games and entertainment for all.

Her children's safety on the dark city streets, coupled with the freezing rain outdoors, led one Farmington Hills mother to pack up her costumed crew and head to Twelve Oaks Mall for trick-or-treating last year.

She was not alone. Twelve Oaks marketing director Elaine Kah reported that the mall was filled with thousands of trick-or-treaters — their mothers and grandmothers apparently sharing similar concerns.

"Twelve Oaks will once again host trick-or-treating from store to store on Oct. 31 beginning at 6:30 p.m.," Kah said. "At 6 p.m. we'll present Boogah & Hoogah's Haunted House Party at 6 p.m. in center court. The activities are free and parents should remember to bring their cameras."

Lakeside Center in Sterling Heights will also offer treat-or-treating throughout the mall, beginning at 6:30 p.m. — courtesy of Lakeside merchants.

At Wonderland Mall in Livonia, the Mask Puppet Theater performs "Halloween Mischief" at 1 p.m. and again at 5 p.m. in center court. "The first 200 children who come to the Information Booth in costume will receive a goodie bag," said spokeswoman Robbie Sherman. There won't be any trick-or-treating at Wonderland.

At Westland Center, a performance will also take the place of trick-or-treating. "Happy Halloween Magic Show" is set for 6:30 and 7:30 p.m. in the center court. "Master illusionists William and Di Schuler will intrigue families with bewildering illusions and all children receive a free trick-or-treat bag to use later on Halloween night," said spokeswoman Claude Frederick.

At Summit Place in Waterford, marketing director LuAnn Slawinski said trick-or-treating will be held from store to store from 5-6 p.m. for the fifth year.

"CFI Photos will also offer free photos in the grand court near Montgomery Ward for kids 12 and under accompanied by a parent," she said. "Comcast Cable will be filming their television show so all the little ghosts and goblins are invited to our Playland area for a possible television appearance."

At Tel-Twelve Mall in Southfield, gift certificates from Crowley's and

See FUN, 6C

## Wellnesswear debuts at Saks

Needing money for the work of the Wellness House on West Warren in Detroit, development director Ken Malecke turned to local graphic designer Dominic Pangborn with a modest plan.

Would the award-winning artist create a line of high-end merchandise that could be sold through department stores to raise funds for Wellness House programs helping those afflicted with AIDS and HIV? Malecke wanted the merchandise design to symbolize hope for those with the disease, and also be a warning and education for the rest of society.

Not only would Pangborn design the symbol, he agreed to develop a line of sophisticated merchandise suitable for fine stores.

"I have a hard time saying no to requests for charities that help people," Pangborn said. "I can pass on saving buildings, but not on people. I like the idea of products that raise funds. This way, a second collection can be introduced after a few years, and money for the charities can continue."

Malecke contacted Saks Fifth Avenue next, and with the intercession of Saks's fashion director Cheryl Hall, the retailer agreed to be the first department store to sell the merchandise at 100-percent Wellness profit.

The Wellnesswear Collection will be available in mid-November at the stores in the Somerset Collection, Troy, and the Fairlane Town Center, Dearborn.

"The apparel is intensely fashion-

oriented," Pangborn explained. "The public can wear it to voice their support in the fight. We think the design is sharp and intelligent — something people will be proud to own and wear."

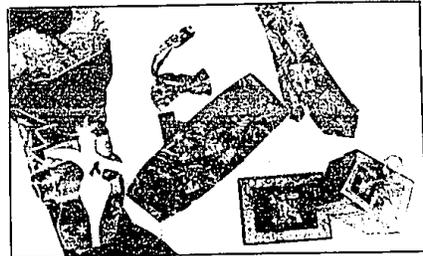
Saks' Hall said a Wellnesswear Boutique is being created on the store's main floor to showcase the line's apparel, stationery and china items. The store is donating floor space and sales associate time to promote and sell the Wellnesswear Collection.

"The Wellness House deserves our efforts," she said. "Saks feels blessed to be a part of this program. The best part is that the dollars stay in De-

troit. It's local. It benefits our community."

The Wellnesswear Collection consists of fine china plate settings, a scarf, cummerbund and bow-tie or tie set, stationery and notecards, golf shirts, T-shirts, tank tops, baseball caps, and tote bags emblazoned with Pangborn's vivid, primary colored design — the new symbol of the fight against AIDS.

The merchandise is priced between \$20 and \$200. It can be ordered directly by calling 1-513-667-5035. The Wellness House is a shelter for people with AIDS and also a food delivery service. It feeds some 800 families daily.



Cause marketing: These Wellnesswear items will be sold through Saks Fifth Avenue to raise funds for families living with AIDS at the Wellness House in Detroit.

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. 30

#### PARADE VOLUNTEERS

Community groups and area residents are invited to participate in city- and mall-sponsored holiday parade on Monday, Nov. 18, down Middlebelt. Call marketing director Bill Cheeks for more details. **Lions' Head, Seven Mile/Middlebelt, (810) 476-1160.**

#### WARKHOL EXHIBIT

Merchants hosts 32 limited edition screen prints of pop artist Andy Warhol's work throughout plaza stores through Nov. 5 during business hours. Exhibit is free. **Bloomfield Plaza, Maple/Telegaph, (810) 644-0866.**

#### MALLOWSN PHOTO

2-7:30 p.m. Repeated Oct. 31 from 10 a.m. to 3 p.m. Kids in costume get a FREE 3- by 5-inch photo against Halloween background. **Precious Memories Studio, 7309 N. Lilley, Canton, (313) 416-1414.**

#### NUTRITIOUS TREATS

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

#### DRAWING CONTEST

Kids 10 years and under, are invited to draw "What Makes Me Giggle?" to win a seat with Saks during the mall parade on Nov. 18. Winner also gets his/her name on the cover of the Giggle Gang calendar for 1996. Forms available at information booth. **Deadline for return: Oct. 31. Winning set drawn at random. Oakland Mall, 14 1/2 Mile/John R. Troy, (810) 768-4354.**

### ADDED ATTRACTIONS

#### PUPPETS AND PHOTOS

Little Red Riding Hood presented daily at 7 p.m. through October. Saturdays at 11 a.m., 1 and 3 p.m. Sunday at 1 and 3 p.m. **Meadowbrook Village Mall, Walton/Adams, Rochester Hills, (810) 975-9451.**

#### JOB FAIR

1-7 p.m. throughout the mall. Recruiters discuss retail sales and management opportunities for holiday, part-time, and full-time work. Applicants can have resumes and job forms copied for distribution to 45 on-site employers. **Lakeside, M-59/Schoenherr, Sterling Heights, (810) 247-1744.**

#### INFORMAL MODELLING

Women's fashions from Hersh's boutique presented noon to 2 p.m. during lunch at Stage & Co. **Boardwalk, Orchard Lake/Maple, West Bloomfield, (810) 855-8622.**

#### ART WALK

5:30-8:30 p.m. Gabeey presents jewelry by Lynn Strong with personal appointment by the artist. Repeated Nov. 3 and 4, 10 a.m. to 6 p.m. **Sandra Collins Gallery, 470 North Woodward, Birmingham, (810) 642-4795.**

#### CLOTHES BY LUNCH

Janet Varner presents informal modeling of latest collections from noon to 2 p.m. at Kruse & Mier, each Friday through Dec. 29. **321 1/2 Mile, Eastwood/Rochester, (810) 652-2212.**

SAV/RODAY, NOV. 4

#### DESIGNER VISITS

"Collectibles from the Earth — Wondrous Gems," presented by Thaddeus Srochewski 10 a.m. to 5 p.m. **Yankee Designs, 32611 Franklin, (810) 855-5525.**

#### COLLECTORS EVENT

Precious Moments promotion at Always Christmas Shop. Hammered dulcimer musician Julie Hussar performs. 4-9 p.m. Repeated Nov. 5. **Canterbury Village, Jolly/Off 1-75, Lako Orion, (810) 391-5700.**

#### FASHION SHOW

Outfits for the holidays from Crowley's modeled by Femique School students. 1 p.m. Stage near Crowley's. **Livonia Mall, Seven Mile/Middlebelt, (810) 475-1160.**

#### ANNIVERSARY DISCOUNT

To celebrate 80th year of business, all merchandise 20-percent off through Nov. 18. **Truly Gifted, 515 S. Washington, Royal Oak, (810) 543-7676.**

SUNDAY, NOV. 5

#### SHIRT AUCTION

Third annual live auction of shirts and jackets designed by area artists to benefit 20 local charities. 2-6 p.m. Refreshments. Shirts modeled by media celebrities. Co-sponsored by The Shirt Box of Southfield, American Cellular of Farmington Hills, and Miller's Artist Supplies. \$3 donation benefits Gilda's Club. **Adler's Artist Supplies, 279 West Nine Mile, Farmdale, (810) 352-1060.**

MONDAY, NOV. 6

#### SENIOR DANCE

Live band performs, refreshments, newcomers welcome. 11 a.m. to 2 p.m. Lower level community room. **Westland Center, Wayne/Warren, (313) 425-5001.**