

# MALLS & MAINSTREETS

MONDAY, NOVEMBER 13, 1995

## SHOPPING CENTERED



LINDA BACHRACK

## New resale shop has designer tags

**R**ub shoulders with Calvin, Ralph, Donna K, Giorgio, Gianni and Oscar. The fashion world's most coveted labels are all gathered under one roof, looking stunning amid the marble and glass at Designer Replay. Troy's elegant new resale boutique.

From the best closets in town, Lis Purther and Amy Cohen selected couture fashions and accessories for a resale shop that reflects the duo's obvious flair for style. The location, in the lobby of the City Center Building on Big Beaver Road, is accessible, yet discreet. The decor is decidedly upscale and the presentation rivals the chicest fashion salons. It's a fantasy come true for those who long for "Lagerfeld" on a "Liz" budget.

"Designer Replay is a place where professional, sophisticated women can shop and save money, without the negatives normally associated with ordinary resale shops," says Purther. "Every item is a timeless treasure."

**Prudent pricing**  
Prices on the one-of-a-kind, clean and pressed designer merchandise range from \$10 for a Calvin Klein bodysuit (with tags still attached) to \$2,000 for a gently-worn Chanel original.

Purther comes by her eye for fashion naturally. Her mother is Hattie Whitehead, Detroit's legendary couture retailer. Purther began working in her mom's internationally recognized boutique at age 14. After graduating from Boston University, she spent a year in Bloomington's training program in New York. She has worked at Barney's and Neiman Marcus, all the while honing her business and fashion merchandising skills.

"Cohen is an interior designer with expertise in residential and commercial design. She feels the boutique is the perfect avenue to redirect her creative talents."

It was Whitehead who actually coaxed the young women into starting their own resale business. "Mother came to us three days before my wedding last summer and told us her idea for this business," Purther said. Linda convinced them that professional women would buy a previously-owned Armani suit, for example, because the retail prices are so unbelievably expensive today.

The women immediately set up a network of consignors from whom to acquire top-of-the-line fashions. That part was easy, considering the downtown knowers knowers (the city's best dressed society mavens). Merchandise is gleaned from a cross-section of ages and sizes.

**Gift ideas**  
Purther and Cohen culled through their well-edited collection for some examples of holiday gift ideas. The following is a taste of what's in-store. Long for a Judith Lieber handbag? They snagged a black satin beauty encrusted with Austrian crystals, originally \$1,500, now \$250. A Kieselstein-Cord crocodile belt with sterling silver buckle was \$2,000; it can yours for \$475.

Wouldn't your mother love some Chanel pearls? They're \$200, originally \$900. Earrings to match? The selection is \$40-\$100. Find a Bottega Veneta woven leather clutch (\$100), a Maxima crocodile bag (\$400) or a Gucci leopard bag (\$275). A Prada cashmere sweater is a mere \$75. Stunning outfits include a Karl Lagerfeld wool and velvet suit (\$450) and a Carolyn Roehm grey flannel pantsuit (\$325).

Purther and Cohen are pictured in Sonia Rykiel and Jill Sander with accessories available at the store.

Designer Replay opens Nov. 14 at 888 W. Big Beaver, Troy. (In the former Volkswagen Building.)

Linda Bachrack welcomes ideas and merchandise to feature in this column. Just fax information to (810) 644-1314, or call her at (313) 953-2047, mailbox 1889.

## LOOKING AHEAD

- What to watch for in Malls & Mainstreets next week:
- Linda Bachrack reports on a holiday entertaining workshop.
- The latest ways to combat holiday retail fraud.
- Go Behind The Label with Victoria MacKenzie-Childs.

## Santa Claus arrives with fun for all



You better not pout! Santa Claus is coming to town this weekend and area malls are decking the halls with million dollar holiday displays. It's beginning to look a lot like Christmas, everywhere you go . . .

BY SURAN DEMAGGIO  
STAFF WRITER

One summer afternoon Northland Center's marketing director Linda Brown sat down with public relations agent Susan Haddad to discuss a spectacular holiday promotion for the mall's 40th winter.

When Santa arrives at Northland in Southfield on Saturday, Nov. 18, at 2 p.m. he will be greeted by four skylights situated atop the mall, five 40-foot shooting stars, white-winged horses in the Land of Pegasus, a North Star Postal Station furnished with gold star-shaped tables where visitors can compose Letters to Santa, and a 10-foot high snow globe animated by falling snow.

But the most interesting feature of the exhibit, "Journey to the North Star," is a coloring book quest which takes every child who participates on a search through the center for the Brightest Star. The story, created by Brown and Haddad, features the mall's signature Boy and The Bear on the story moral quest. The characters come from the famous Marshall Fredericks sculpture dedicated at the mall when it opened in 1955.

"At the end of the story, we have the Brightest star. Likewise each child will affix a magic, mirror sticker to the back page that reveals he or she is the Brightest Star. The message is: You must believe in yourself and see the beauty within you!"

The mall changed hands last year creating the capital necessary to fund a major renovation throughout the center and pay for the half-million dollar holiday display created especially for Northland by The Becker Co. of Baltimore.

This all ties in with our advertising campaign — Northland: Yours First and Always," Brown explained. "We have a new look, a new feel, and we're positioned for the 21st century."

Twelve Oaks Mall in Novi brings back its award-winning Crystal Forest exhibit which debuted last year. 136 life-size animals created by Ann Arbor artist Imbras-Jensen make up a peaceful kingdom under a thousand twinkling white lights.

Santa appears at the mall's Lord & Taylor Court, Monday, Nov. 20, at 7 p.m. arriving in an ornate carriage. The Novi High School band and students from Sheryl's School of Dance will lead him to his woodland cottage in the center court Crystal Forest.

Children can send their gift lists to Santa via The North Postal Service where letters are whisked off with a flurry of light and sound. Hollyberry, Queen of the Woods, and her companion sprite Nimble will stroll the

mall telling stories and greeting young shoppers.

At Oakland Mall the Troy Athens Marching Band welcomes Santa in his horse-drawn sleigh to center court, Thursday, Nov. 16, at 6:30 p.m. Clowns and elves greet shoppers along the way. On Nov. 18 and 19, Seaside Street stars Linda and Celina host sing-alongs, interactive dancing and sign language fun at 10 a.m. noon, 2 and 4 p.m. (From noon to 3 p.m. there will be a Signing Santa for all deaf children.)

The Westland Shopping Center welcomes Santa Claus on Saturday Nov. 18 at 11 a.m. arriving by horse and carriage outside entrance 6, near J.C. Penney, Westley Holiday Bear and the John Glenn High School Marching Band will lead Santa to Center Court. The Children's Theatre of Michigan will introduce Santa after a special performance.

Kids who join the Santa Holiday Bear Club by Dec. 6 will be invited to a special breakfast with Santa and Holiday Bear.

Summit Place in Waterford features the "Broadway Singing Reindeer" who will pull Santa in his sleigh to center court, Saturday, Nov. 18, at noon, serenaded by the Mott Marching Band and holiday characters. A playland for children will be open Nov. 18-Dec. 24 with daily activities for tots like magic shows, puppets, story times and holiday crafts.

The mall also plays host to the annual Hudson's fairy tale exhibit. This year The Wizard of Oz is told through 21 animated vignettes. 400,000 visitors are expected to tour the display before it closes Dec. 31. The exhibit is located in the southwest corridor next to Hudson's.

The Livonia Mall presents its 13th Annual city/mall parade from Six Mile north down Middlebelt to Seven Mile, on Saturday, Nov. 18 at 9 a.m. There will be floats, clowns, animals, fire engines, marching bands, and of course the Man in the Red Flannel Suit. Free hot chocolate for all, afterward in the mall. The mall's extensive exhibits feature vignettes of holidays gone by.

A Victorian-style horse drawn sleigh brings Santa Claus to Laurel Park Place on Sunday, Nov. 19 at 1 p.m. at the Six Mile entrance between Max & Erma's and D. Dennison's. The Living Christmas Carols carolers welcome the season with french horns, flutes and holiday songs. Treats for children in attendance. Through Dec. 3, shoppers can win tickets to see The Nutcracker with The Detroit Symphony Orchestra at the Fox Theater, by entering a draw.

See SANTA, NEXT PAGE



NorthStar Journey: Northland Center welcomes the holiday season with new interactive exhibits featuring this giant snow globe, plus an original tale about The Boy and The Bear for all visitors to enjoy.

## Two malls will offer shop shuttle service

BY SURAN DEMAGGIO  
STAFF WRITER

The Somerset Collection in Troy and Northland Center in Southfield plan complimentary lunch-time bus service for nearby office workers during the holidays.

"The Northland Express," sponsored by the Southfield Downtown Development Authority will treat business folks to a box lunch and bus ride from designated areas to the mall, Nov. 27-Dec. 22 from 11 a.m. to 2 p.m.

Additionally, Focus Hope will provide complimentary gift wrapping for a donation.

Troy-area workers may catch a bus ride to the Somerset Collection, Nov. 20-Dec. 22 from 11 a.m. to 3 p.m. The Traffic Improvement Association of Oakland County will use a federal grant to fund the shuttle in the hopes of relieving congestion along the Big

Beaver Corridor due to construction. Shoppers can catch the shuttle from Standard Federal Headquarters, Knart Headquarters, Sheffield Office Complex, Arbor Drug Headquarters and BASF.

The mall plans a holiday VIP Room in conjunction with the shuttle, where packages can be left for gift wrapping, to be delivered later to the location of the busy shopper's choice — within a five mile radius of the mall.

Gloria Jeans will be pouring complimentary cups of gourmet coffee for shuttle riders.

"Many area shoppers truly miss the downtown atmosphere of Detroit's former department stores," said Sally Victor, Somerset's marketing director. "This year's project will create the atmosphere of a little downtown right in the heart of the suburbs."

Retailers can submit news 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, NOV. 13

### PARADE VOLUNTEERS

Last call for groups and residents to participate in city/mall sponsored holiday parade "It's Beginning to Look a Lot Like Christmas," Saturday, Nov. 18, down Middlebelt. Call director Bill Cheeka for details. Livonia Mall, Seven Mile/Middlebelt. (810) 478-1160.

### SANTA CONTEST

Kids invited to center court for details about becoming Santa's helper on Sunday, Nov. 19, during Santa's arrival parade. Applications through Nov. 18. Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 423-1100.

### PUPPET SHOW

"Alice in Wonderland" presented through November. Showtimes: Monday-Friday 7 p.m. Saturday, 1 and 3 p.m. Complimentary. Meadowbrook Village Mall, Wator/Adams, Rochester Hills. (810) 378-9451.

### YARN SHOW

Winter's short: Birmingham hosts trunk show of Prism yarns and kits through Nov. 18. Regular store hours. Applegate, Northwest/Hwy. 12 Mile, Southfield. (810) 355-1400.

TUESDAY, NOV. 14

### CHARITY NIGHT

All J.C. Penney stores will close from 6-10 p.m. for a private pre-holiday shopping event to benefit United Way. Anyone buying a \$5 admission ticket for the United Way is entitled to 25-percent off purchases.

## ADDED ATTRACTIONS

and a coupon for \$5 off one purchase. J.C. Penney will also make a monetary contribution to match ticket donations. J.C. Penney stores. (313) 292-9431.

### KIDS CLUB

11 a.m. Supplies provided to create autumn mobiles. Free to kids under 5. Newburg Plaza, Six Mile/Newburgh, Livonia. (313) 649-6570.

### DESIGNER VISITS

Jim Leary of Waterford Crystal signs pieces for collectors at Neiman Marcus. 11 a.m. to 4 p.m. Galleries. Somerset Collection. Big Beaver/Cookidge, Troy. (810) 643-3300.

WEDNESDAY, NOV. 15

### INFORMAL MODELING

Women's fashions from Marguerite's presented noon to 2 p.m. during lunch at Stage & Co. Boardwalk, Orchard Lake/Maple, West Bloomfield. (810) 855-6222.

### MUSEUM SHUTTLE

Roundtrip bus service between mall and Detroit Art Institute. Leaves mall 9 and 11 a.m. Leaves museum 2 and 4 p.m. Tickets \$5, includes admission, docent tour, transportation. Tickets at DIA store, mall's upper level. Final trip of 1995: Dec. 27. Twelve Oaks, 12 Mile/Nov. 18. (810) 833-9769.

FRIDAY, NOV. 17

### BOOK SIGNING

Prize B. author of "Blended Beauty" (recipes for bo-

lanical skincare products made in a blender) meets customers 11 a.m. to 4 p.m. Neiman Marcus Cosmetics. Also at NM, meet sterling silver jewelry designer Ron Russo 10 a.m. to 4 p.m. in Accessories. On Nov. 18 meet Francis Scholich of Limoges boxes signing purchases in The Galleries 11 a.m. to 4 p.m. Somerset Collection. Big Beaver/Cookidge, Troy. (810) 643-3300.

### CLOTHES AT LUNCH

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

SATURDAY, NOV. 18

### MISTLETOE MADNESS

Birmingham Junior League hosts 10th annual evening of food, fun, shopping, and musical entertainment 7:30 p.m. in the rounds to benefit children at risk for abuse and neglect. Hors d'oeuvres from 30 fine restaurants, silent auction of sports memorabilia, music by Matt Michaels Band and Three Men and A Tenor. Tickets \$50 at the door. Somerset Collection. Big Beaver/Cookidge, Troy. (810) 646-2613.

### HOLIDAY FUN

Jacobson's hosts day-long activities — Jay Strong-water Collection Show in Jewellery, 10 a.m. to 4 p.m. Jackie Hartman cottages and lighthouses noon to 4 p.m. in Gifts. True Art Gallery open house 10 a.m. to 6 p.m. Benefits for Lessor Dogs for the Blind 6-8:30 p.m. Features food, entertainment, silent auction and puppies. Tickets \$25, \$50 and \$70. Call for details. Great Oaks Mall, Wator/Livonia. Rochester Hills. (810) 651-9011.

### HOLIDAY SHOPPING

Honored dulcimer musician Julie Ruskay performs. 4-9 p.m. Repeated Nov. 19. Canterbury Village, Joynt/Hwy. 1-75, Lake Orion. (810) 931-5700.