

MALLS & MAINSTREETS

MONDAY, NOVEMBER 20, 1995

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SHOPPING CENTERED



LINDA BACHRACH

Editor shares tips for holiday decor

Planning a "Martha Stewart" holiday? "No way," you say. "Too perfect, too intimidating, too stressful to even ponder." The pages of "Martha Stewart Living" dazzle with entertaining and decorating ideas, but most of us just sigh and resort to our traditional centerpiece and our tried-and-true recipes.

This year may be your time to shine. I am about to share some of Martha's simplest and most-stunning holiday decorating ideas. The source of these inspirational tips is Darcy Miller, senior associate editor of Martha's magazine.

Miller spoke recently to an enthusiastic audience at Hudson's in Twelve Oaks. Novla She was there, she explained, "to demystify entertaining." Though she admitted that some of her ideas were daunting, she coaxed listeners to "take from them whatever you feel, whatever you're comfortable with."

Lights, camera, action!

Miller began her slide presentation with ways to enhance the outside of your house. "Lights are festive and magical," she said.

Why not twine grapevine balls with tiny white lights and hang them in your favorite tree? (Available at O'Susannah and L'Esprit in Birmingham.) "A wonderful idea," said Robline Wright of Milford, who plans to festoon her tree with the lighted vines. A preview of the magazine's December issue revealed wreaths to symbolize all 50 states. Look for Michigan's easy-to-assemble, homespun wreath inspired by an autumn walk in the north woods.

Swag the door with an evergreen garland dotted with white lights and punctuate the doorway with a couple of bright red bulbs. Make an unusual garland by wiring bunches of pinecones to rosette shapes. The pinecones to the rosettes. Borrowed garlands make classic window surrounds, and tassels of balsam and fir accent the glass panes.

Inside, ropes of evergreen scent the entire house. Garland the doorways and mirrors using silver balls to add sparkle to the greenery. Or spritz some of the leaves with silver paint for dramatic effect. Silver, rather than gold, seems to be the color that shines this holiday season.

Natural wonders

Fruited branches also make wonderful garlands. Look for fig or quince. Wire olive branches into a heart shape for an unconventional wreath idea or string pinecones with vintage beads for eye-catching curtain tiebacks.

A mirror in Martha's house is "garlanded" with silver leaves made simply from aluminum cutouts.

For a classic mantle decoration, stick sprigs of evergreen into oases to form a conical shape. Place in eucalyptus or minipots and line the fireplace with your two-inch trees.

Need an easy doorknob decoration? Arrange roses and pine sprigs in a tin can and hang on door with twine or rope.

The best centerpiece ideas are the simplest ones. Sugar your favorite fruits and place in a crystal compote with some greens. Fill a tiered cakestand with oranges or craft a natural table runner out of branches and pomegranates. Fill a vase with firm cranberries and red roses.

"Make sure the cranberries are firm or you'll have Hawaiian Punch," cautioned Miller. Throw some antique Christmas balls in a glass bowl and don't forget ribbons. The wired ribbon on the backs of chairs and on staircase bannisters adds a touch of whimsy.

Next week, watch for tabletop, gift wrap, and hostess gift ideas in Martha, plus a visit to a new party planning shop in Birmingham — Festivities.

Linda Bachrach is a Birmingham resident. She welcomes story ideas and merchandise suggestions to feature in this column. Just fax information to (810) 644-1314, or call her at (313) 863-2047, mail box 1889.

LOOKING AHEAD

- Want to watch for in Malls & Mainstreets next week?
- Linda Bachrach reports on a holiday entertaining workshop.
- The latest ways to combat holiday retail fraud.
- Stylish Ties Label with Victoria MacKenzie.
- Children.
- Retail Details briefs you on changes in the marketplace.

Gourmet grocery stores grow

■ Ed Jonna, Detroit's Merchant of Vino, was named Retailer of the Year by MarketWatch Magazine. It's been a good year for the gourmet grocer who is about to enter a new retail arena with three food emporiums opening around town.

BY SUSAN DEMAGGIO
STAFF WRITER

Like the wine he's been selling for more than 30 years, Ed Jonna's Merchant of Vino stores get better as he ages — and he's the first to admit it.

Incorporating the fresh ideas and enthusiasm of sons Marc, 29, and Matthew, 23, and daughter Monica, 32, Jonna and his wife Juliette of Bloomfield Hills, are opening three new Marketplace concept stores, patterned after their highly successful 4-year-old Ann Arbor store.

"It all just sort of evolved," Jonna said, touring the two-month-old Rochester Hills store on Walton, west of Livernois. "We began selling wines in Ann Arbor, then we added gourmet foods, produce, sauces and



It's a good year: Ed Jonna shows off his new marketplace store in Rochester Hills. The aisles are full of tempting treats — "the best of the best."

groceries, and we knew we were onto something. We always wanted a store in Rochester Hills, so when this location became available, we went after it.

"Stan Frankel sought us out for the Somerset Plaza location on Maple, east of Coolidge in Birmingham. The spot was too good to pass up. We sealed that deal with a quick handshake. We're planning to open on Dec. 6 thanks to Comerica Bank. They believed in us and listened to what we were saying about grocery shopping of the future."

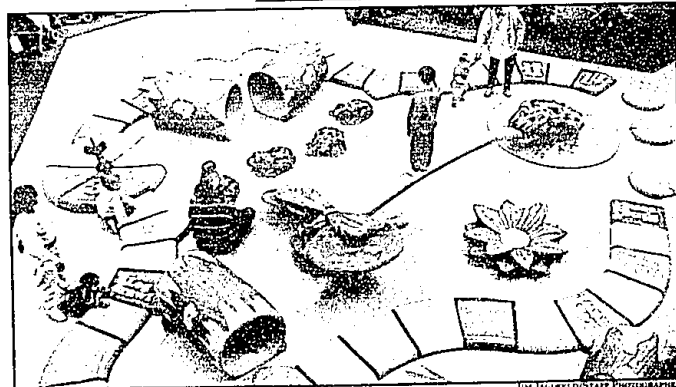
Jonna said the third Marketplace store at 12 Mile and Middlebelt in Farmington Hills came about because the lease on their Northwestern Highway store in Southfield is expiring. They will close that store in March 1996 when the Farmington Hills store opens.

The new Merchant of Vino Marketplace are staffed and stocked to meet the food needs of today's busy, well-traveled, health-conscious consumer. Within the grocery are individual departments selling the best food products of independent ven-

dors, both local and international. Sales associates are experts in their fields, like Vince Giordano, manager of the meat department in Rochester, who learned to make sausage from his grandmother, and Pasquale Montella manager of produce, who grew up in the fruit and vegetable business in Brooklyn, and Chris Messler, a seafood chef, who heads up the fish counter. (When crablegs went for \$6 per pound last week, Messler sold 2,000 pounds. He

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Gone to the frogs



JIM JEWELL/STAFF PHOTOGRAPHER

Hoppin' good fun: Fairlane Town Center in Dearborn recently dedicated a new, permanent attraction for children — The Frog Hop. The exhibit features a life-size game board designed by Ron Loch of West Bloomfield and Steve Henri of Farmington Hills, both with The Taubman Company. Children play on the equipment like human game pieces climbing on the 500-pound frog and balancing on the nine-foot long frog tongue. Find it in center court, open during mall hours. The dedication raised \$5,000 for area charities.

Retailers expect a moderate season

BY SUSAN DEMAGGIO
STAFF WRITER

The best gifts this year, according to a survey of the nation's leading retailers, will be anything that offers comfort, control or convenience to time-pressed, stressed residents of the '90s.

Shoppers will spend their dollars on items that add simple pleasures to life and precious minutes to hectic days. This theme replaces the "cooing" gifts of the past three holiday seasons.

And retailers and consumers will head into the holiday shopping season with "cautious optimism," according to surveys by shopping center developer The Taubman Company and the accounting firm of Arthur Andersen.

Both companies held a joint press

See RETAILERS, 11A

ADDED ATTRACTIONS

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. 20

SANTA PHOTOS

Santa Claus has arrived at all the area shopping centers for photos through Dec. 24. The spectacular W-22 exhibit runs through Dec. 21 at Summit Place Mall, 21-northeast Vineyard, Waterford. (810) 633-5299.

SHOP BRITISH

Between Big Beaver Road businesses and Somerset Collection, Free, through Dec. 22. For details call Somerset Collection, Big Beaver/Coolidge, Troy. (810) 643-8300.

NUTCRACKER BYWAY

Through Dec. 3 in center court, register to win tickets to The Nutcracker with the Detroit Symphony Orchestra at Fox Theatre, Dec. 12-23. Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 482-1100.

PUPPET SHOW

"Alice in Wonderland" presented through November. Showtimes: Monday-Friday 7 p.m., Saturday 11 a.m., and 3 p.m., Compimentary. Mail has Oving Tree for Oakland County's young wards of the state. Meadowbrook Village Mall, Waterford/Livonia, Rochester Hills. (810) 375-9451.

WEDNESDAY, NOV. 22

IMPROMPTU MODELING

THURSDAY, NOV. 23

THANKSGIVING DAY

Malls and Main Streets closed for the holiday. Thanksgiving Day Parade 9 a.m. along Woodward in Downtown Detroit.

FRIDAY, NOV. 24

SANTA ARRIVED

Protein room to 4 p.m. through Christmas. On Nov. 25 at 1 p.m., Lake Orion Band performs. 2 and 3 p.m. hear Sweet Adelines. 2 p.m. watch young Polish dancers. 4-9 p.m. featured dulcimer musician Julie Huser. Canterbury Village, Jostyn/Off 1-75, Lake Orion. (810) 391-0700.

SANTA ARRIVES

Jacobson's brings Santa Claus for photos and treats. Thursdays and Fridays 3-8 p.m., Saturdays 11 a.m. to 6 p.m., and Sundays noon to 6 p.m. to Dec. 24. White/Woodward, Birmingham. (810) 645-0510.

CLOTHES AS UNIFORM

Jeans/Vestress presents informal modeling of latest clothing items noon to 2 p.m. at Kase & Miller, each Friday through Dec. 29.

321 Main, Downtown Rochester. (810) 652-2212.

BLOOD DRIVE

American Red Cross Drive, 9 a.m. to 7 p.m. near Montgomery Ward. Participants receive annual Thanksgiving Blood Drive T-shirt. Wonderland Mall, Plymouth/Middlebelt, Livonia. (313) 522-4100.

SATURDAY, NOV. 25

BEAR BREAKFAST

Jacobson's hosts breakfast with Santa and the Berenstain Bears 10 a.m. 2-board fashion show at 2 p.m. Holiday celebration show 10 a.m. to 6 p.m. Great Oaks Mall, Waterford/Livonia. Rochester Hills. (810) 651-6011.

HEALTH TEST

American Heart Association hosts free blood pressure screenings 11 a.m. to 2 p.m. near Wards. Wonderland Mall, Plymouth/Middlebelt, Livonia. (313) 522-4100.

MONDAY, NOV. 27

DIABETES INFORMATION

Free blood pressure screening 8-10 a.m. Jacobson's court area. Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 482-1100.

LACHPAPPE

Downtown Rochester's 23rd annual welcome to the holiday season with tree lighting at Depot Place at 6-30 p.m. (East University and Water Street) Santa photos, horse-drawn carriage rides, entertainment, carolers, real reindeer, refreshments, each shop has a treat for visitors in the old-fashioned way. 22nd Anniversary. (810) 668-0000.