

MALLS & MAINSTREETS

MONDAY, FEBRUARY 12, 1996

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SHOPPING CENTERED



LINDA BACHRACK

Ready your table for a romantic eve

Ah romance! Is there anything better than a fireside candlelight dinner for two on Valentine's night?

The menu might include a heart salad (combine artichoke hearts and hearts of palm with baby lettuce) and heart vegetables (make carrot and turnip cutouts with tiny heart-shaped cutters). Coq au vin is an elegant entree and a chocolate dessert, the food of the gods, guarantees a perfect ending.

Of course the setting for this feast must be conducive to romance, so polish the silver and press your vintage linens. This is the time to set the table in your Depression-era amethyst glass and cut-crystal rose bowls. Or, if your old chipped china is no longer fit for the dinner table, consider some of the newest dinnerware collections, introduced at Hudson's recent bridal show and registry fair. **Mary Dearing**, divisional merchandise manager for Hudson's tabletop department, says that blue and white is probably "the most enduring" dinnerware color combinations and it's the hottest combo for '96. Also, look for earthenware pottery particularly **Denby's Harlequin** and **Spice** patterns; **Danak's** fluted and petal-shaped **Mismatch** stoneware in blue, green or ivory (in stores in March); and **Wedgewood's** new **Home** Collection, featuring a white-on-white sunflower pattern.



For our aforementioned romantic Valentine's dinner, I culled through the collections and came up with these suggestions.

What could be more beautiful than Ralph Lauren's rose-hewn Daphne bone china? Edged in gold, it recalls antique dinnerware and is perfect for formal occasions, yet charming for a brunch or afternoon tea.

Draper the table in **Waterford's** new heirloom-quality linens. The **Lisamore** tablecloth and Hudson's exquisite detail and workmanship, and Hudson's is the first to carry the line. **Waterford** also introduces the **Millennium** Collection of special edition champagne flutes, perfect for your Valentine's toasts and complementary to Tiffany's extraordinarily simple Hampton crystal stemware. Also from Tiffany, from the **Louis Comfort Tiffany** Collection, you might choose **Chrysanthemum** sterling silver flatware and **Scroll** candlesticks. And the piece de resistance, the centerpiece, is a gorgeous crystal bowl filled with **Jungle Roses** from the **Nepman Marcus**. The green-fruit-sized blooms grown in the South American rain forests, are spectacular in fragrance and beauty. Adored by the likes of **Hillary Clinton**, **Elizabeth Taylor** and **Helen Gurley Brown**, the friendly **Jungle Roses** are available for overnight delivery in shades of **Pink Panther** and **Red Butler**. Call **Neiman Epicure** at (810) 643-3300 Ext. 2380 today to surprise your sweetheart.

Have it your way

Mix and match is another new tabletop concept, whereby designers offer dinnerware and patterns that you can purchase by the piece and create our own unique place settings. **Villeroy** and **Boch's Switch** collection is an example.

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Linda Bachrack welcomes merchandise news and views to share with column readers. Call her at (810) 953-4747, Ext. 1889, or send a fax to (810) 644-1314.

LOOKING AHEAD

What to watch for in **Malls & Mainstreets** next week:

- From **Zee-Zee Gabor** to **Mary Lou** next door, fashion retailer **Michael Getsoff** enjoys dressing special ladies.
- A look at **Isaac Mizrahi's** unique clothing show at **Saks**.
- Retail Details briefs you on the latest marketplace news.

Retailers cash in on love

■ Everywhere you shop these days, it's hearts and flowers. More candy is now sold for Valentine's Day than Mother's Day.

By **SURAN DEMAGGIO**
STAFF WRITER

If you're not paying attention, Valentine's Day can sneak up on you, leaving you without arrows for cupid's bowstrings.

Your neighborhood mall or Main Street retailer wants to make sure you're well armed for the big day Feb. 14 with cards, flowers, chocolates and lingerie... and it wouldn't hurt to include gifts for friends, children, teachers and even pets!

"Who needs Cupid when you've got Frederick's of Hollywood?" asked **Rebecca Sharp**, manager of the store at Lakeside in Sterling Heights.

Pam Rucker, spokeswoman for the National Retail Federation in Washington D.C., said Valentine's Day has become a promotional hook for many different retailers and "they've become much more savvy in their pres-



JERRY ZOLYNSKY/STAFF PHOTOGRAPHER

Afternoon delight: A different kind of cheesecake was served at the **Cook's Garden** in downtown Birmingham Wednesday afternoon, to the surprise of diners **David Grant** (center) and **Gary Busch**. Models presented romantic gifts from **Harp's Lingerie** on **S. Woodward** in Birmingham.

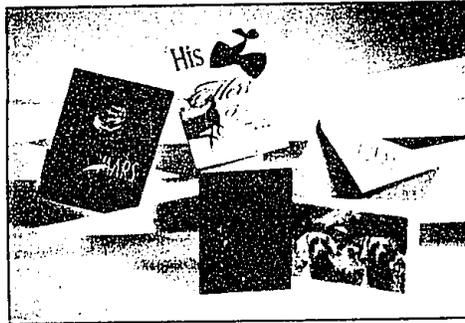
entation of the holiday. They've taken every opportunity to get the consumer excited with cleverly packaged merchandise and unique twists on tried-and-true gifts.

This was the case at the **Cook's Garden** restaurant in Birmingham

last week when the **Harp's Lingerie** shop down the street was invited to showcase its merchandise for a Valentine's promotion that also featured the restaurant's **Candlelight Dinner** for Two package.

Most of the lunch crowd seemed

surprised to see models in bathrobes, peignoirs, and negligees strolling between the tables. But as one secretary on her lunch break noted, "Maybe I better buy something special for Valentine's Day. I've been wearing long underwear to bed all winter."



Loving thoughts: This year Hallmark offers two new selections of Valentine cards including a line based on the book "**Men are from Mars, Women are from Venus**" and another selection designed for dogs and cats to give their owners.

'90s Valentines speak out on relationships

By **LINDA ANN CHOMIN**
STAFF WRITER

Hallmark, those producers of Valentine's Day greetings since 1915, report that more than 925 million valentines will be exchanged on Wednesday.

And Hallmark can thank the Romans for the flurry of mid-February card sales, for without their pagan celebration of **Lupercalia** upon which Valentine's Day is loosely based, there would be no winter celebration of Love.

Did you know the Feb. 14 holiday has little or nothing to do with the Roman priest Valentine, martyred in 279 A.D. for performing weddings against a direct order from **Claudius II**? It seems **Claudius** wanted his men off fighting wars and not at home with wives and lovers.

Instead, many historians believe the roots of Valentine's Day sprang from the Roman **Lupercalia**, a fertility festival honoring the two mythical wolf pups **Remus** and **Romulus**. In fact, **Pope Gelasius** set aside Feb. 14 in 469 A.D. with the hope of supplanting the **Lupercalia** with a Christian-theme.

Valentine's greetings as we know them date from 1760. These were not merely hand made until commercial cards came on the scene around 1800. The first valentines were aimed strictly at lovers, while today's cards reflect contemporary life situations. Hallmark has more than 1,500 designs and messages in print to include everyone from family members to special friends and co-workers.

See **VALENTINE, 11A**

ADDED ATTRACTIONS

TUESDAY, FEB. 13

SPEDAL SHWING

Hobbsman's Fabrics hosts fashion show of custom creation 7 p.m. Inspirations from local designers and dressmakers. Door prizes. Reservations required for complimentary program.
117 W. Fourth, Royal Oak.
(810) 541-0010.

WEDNESDAY, FEB. 14

CAFE CONCERT

Complementary treats and drawings, plus Renaissance Love Songs by **Jim Perkins** and **Oswain Phyllis**. 7-9 p.m. **Borner's Books and Music Cafe**.
30995 Orchard Lake, Farmington Hills.
(810) 737-0110.

VOLUNTEER VISIT

Hobbsman's perform 6 and 7:30 p.m. on stage near **Cowley's**. Complimentary gifts for women attending.
Livonia Mall, Seven Mile/Middlebelt.
(810) 476-1100.

WALKERS MEET

9-15 a.m. lower level auditorium. **Tony Thomas** from **Blue Cross/Blue Shield** discusses "Trouble-free travel." Mail opens to walkers daily at 7 a.m. near **Oggs's** Kitchen Entrance, walking program ends at 10 a.m. **Westland Center**, Wayne/Warren.
(313) 425-5001.

THURSDAY, FEB. 15

SPORTS COLLECTIBLES

Cards, coins and collectibles through Feb. 18. Regular mall hours. **Former Tiger's** starting pitcher **Paul Foytack** heads all-star autograph sale. (\$2 each autograph) to raise money for a local child who recently lost a leg in an accident, through show hour. **Windsorland Mall**, Plymouth/Middlebelt, Livonia.
(810) 522-1100.

INFORMAL MODELING

Casual clothes from **Rear Ends** modeled noon to 2 p.m. at **Stage & Co.** restaurant.
Boardswalk, Orchard Lake/A. Maple, West Bloomfield.
(810) 855-6622.

FRIDAY, FEB. 16

INFORMAL MODELING

Fashions from **Northem Reflections** and **Tatbots** presented during lunch, noon to 2 p.m. at **D. Dennison's** and **Alle's American Grille**.
Lakeland Park Plaza, Six Mile/Newburgh, Livonia.
(313) 462-1100.

FORMAL WEAR SHOW

See special occasion dresses for spring and summer events by **Chris Kole** through Feb. 17 at **Rot & Sherman**, 10 a.m. to 6 p.m.
Boomerhead Plaza, Maple/Telegraph.
(810) 855-8877.

SATURDAY, FEB. 17

KIDS PROGRAM

"**See and Do Zoo Review**." Noon. **Center Court**. Interactive puppet show. Afterward, kids visit a craft table to color their own zoo puzzle.
Tel-Twelve, 12 Mile/Telegraph, Southfield.
(810) 353-4111.

BLUES HISTORY

Hudson's Book Department presents **WDET's** Robert Jones speaking about the history of blues music from its roots in West Africa. 3-5 p.m. He'll perform on his guitar and blues harp.
Northland Center, Eight Mile/Greenfield, Southfield.
(810) 443-9000.

SUNDAY, FEB. 18

STORY TELLING

Hudson's presents story-telling and diverse music performed on instruments from around the world, 3-4 p.m. **Children's Department**. Repeated Feb. 25 at **Northland** store.
Fairlane Town Center, Southfield/Michigan, Dearborn.
(313) 436-7000.

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, FEB. 12

SWEET TREATS

Jacobson's Store for the Home hosts two day sweet sampling through Feb. 13 noon to 3 p.m. on weekdays. On Feb. 14 at 10 a.m. **WRTZ's** Don Shone tapes "Dare Don" segment. Reception that evening at **King's Court** Restaurant 7 p.m. Tickets \$25 per person to benefit **St. Jude Children's Hospital**. On Feb. 17-18 for carving competition features professionals, amateurs and students. Contest sanctioned by **National Ice Carving Association**.
Canterbury Village, Joslyn, Lake Orion.
(810) 391-9852.

ICE FESTIVAL

Olde World Canterbury Village hosts collection of illuminated ice carvings on display in the village through Feb. 18 until 7:30 p.m. nightly and 9 p.m. on weekends. On Feb. 14 at 10 a.m. **WRTZ's** Don Shone tapes "Dare Don" segment. Reception that evening at **King's Court** Restaurant 7 p.m. Tickets \$25 per person to benefit **St. Jude Children's Hospital**. On Feb. 17-18 for carving competition features professionals, amateurs and students. Contest sanctioned by **National Ice Carving Association**.
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BABY CONTEST

Send your favorite baby snapshot (infants to 4-year-olds) by Feb. 20 to the mall for a chance to win \$1000 first prize in "Smile, Baby Smile" snapshot contest. Studio photos disqualified. Send to: **BB Checks**, C/O **Livonia Mall Merchants Association**, 29514 Seven Mile, Livonia 48152.
Livonia Mall, Seven Mile/Middlebelt.
(810) 476-1100.

ESSAY CONTEST

To celebrate **Black History Month** in February, **Hudson's** hosts its annual student essay contest. "What **Black History Month** Means to Me." Entries must be postmarked by Saturday, Feb. 17. Details on applications available in the **Children's Department**. Winners and runners-up in three age categories receive \$100 gift certificates.
All stores.
(810) 443-9000.