

MALLS & MAINSTREETS

MONDAY, FEBRUARY 19, 1996

8A(F)

SHOPPING CENTERED



LINDA BACHRACK

Custom features rule '90s homes

Each year brings shifts and changes in home buyer lifestyles, product choices and aesthetic tastes, according to editors of Custom Home magazine. They sought out homes designed for the way people want to live in 1996 and found some interesting trends.

"We found a big shift from the show-off '80s," writes Leslie Ensor in Custom Home. "Today, people opt for comfort over status, perhaps because they're spending a bigger part of their lives at home."

Two of the hottest new trends are special interest rooms (home theaters, exercise rooms, potting centers) and home offices.

Editors at Builder magazine add computer alcoves, direct-vent fireplaces, hot space, recycling centers and home automation to their list of hot home design trends.

"Builders are designing flexible spaces for evolving families," says West Bloomfield custom builder Robert Jones. He stresses the need for houses to accommodate the new blended family that might include teens, a returning college student, a mother-in-law and visiting grandchildren. With all of this in mind, I visited the Spring Home & Garden Show at the Novi Expo Center for the latest building industry products and services. The following are my "Best of Show" picks:

"Decks are out and paving stone patios are in," says landscape designer Cindy Richardson of Four Seasons Garden Center in Oak Park. Unilock Classic pavers when combined with wall stones, create a tiered patio that forms your outdoor space into an entertainment area with music and soft light.

To achieve this ambience, simply integrate Pisa Lites and Pisa Sounds units into your walls or steps. With these natural materials, you can enjoy a low-maintenance outdoor living environment. For more information, contact Unilock Michigan, Inc. (800) 336-4056. Add a pond, water garden or fountain for the ultimate in stress-reduction landscaping.

Laundry palace

No, it's not your "keep the door shut, or else" laundry room. It's a multifunction special-interest room that combines a laundry facility with a hobby nook, gift wrap center, potting sink and recycling center. There's even a ventilated kitty litter house. It's all done with Homecrest Custom Cabinetry from Cherril Kiteben & Bath, Northville. Opt for specialized cabinets such as a pull-out cubby for ribbon spools, a hinged pull-down bin for laundry detergent, pullout recycling bins, a tilt-out soap storage bin, even a drawer that



houses a pop-up ironing board. A Runtal radiator/towel warmer from Russell Hardware Company in Bloomfield Hills, cleverly mounts above the washing machine to dry delicates.

Other innovative ideas include Hy-Lite glass block windows with aluminum frames from Lakeside Window Co., White Lake, a Tulikivi soapstone fireplace from Lincoln Brick, Ann Arbor; Jenn-Air's new and unique Blue Creek cooktops from Wholesale Builder Supply in Wixom; and MultiLook Prestige laminate flooring from Modern Floors & Interiors, Walled Lake. Finally, don't forget Fido. The Doggie Pet Shelter, available at Home Depot stores, is the top selling pet home in the world and its thick nitrogen insulation and energy efficient design make it perfect for our climate. Take it from my two dogs, CoCo and Maggie, Doggies are de rigueur.

Linda Bachrack is a resident of Birmingham. She welcomes merchandise information to share with readers. Call her at (313) 953-2047, mailbox 1889, or send a fax to (810) 644-1314.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Go Behind the Label with Marilyn Miglin.
- Linda Bachrack shops for the loveliest lipstick cases.
- Retail Details briefs you on the latest marketplace news.



Magic of television: Live from New York... it's Isaac Mizrahi! To market his new youthful bridge line, the designer appeared in an informal 12-city satellite broadcast from the Saks Fifth Avenue in New York.

Veteran clothier mixes art and fashion

BY LINDA ANN CHOMIN
STAFF WRITER

Today, when large department store chains dominate the business of women's fashion, Michael Getsoff's intimate little shop in downtown Birmingham is a refreshing change.

After more than 50 years of dressing style-conscious women, Getsoff knows his gingham from his Gore-tex. He knows the errors women make when purchasing clothes and he puts their best interests forward. Pay him a visit if only for the tips he's gathered through his experiences in the world of image making.

As an art student at Case Tech in Detroit, Getsoff studied design and costume illustration. He honed his art skills as an apprentice at Kern in downtown Detroit. Before owning his own shop, Getsoff married Julie's in the Fisher Building for years.

At Julie's, his talents served the apparel shop well. Getsoff worked at everything from designing windows to illustrating ads and flyers. Tiring of retail in the 1950s, he became an apparel stylist for Detroit photographers, creating advertisements for the automotive industry.

He recalled the highlight of his career, dressing Zsa Zsa Gabor for a commercial on the West Coast. The fun assignment offset the reality of having to rise at dawn to prepare for shooting in the best light.

"The most common shopping mistake people make is impulsive buying," he advised. "Before you make a purchase, ask yourself, 'Can this item work in my wardrobe? Can I wear it with other things? Make sure it's multipurpose.'"

"Garments for women should be feminine and figure-enhancing," he continued. "Anything in black is always a number one. For spring, it's the navels, but in fashion what goes around comes around. Fashions don't change that much. I like young designers — Chicago designers Peggy Martin and Caroline Rose. JJ Holbeau is fun; Fernina of New York is good for conservative; for spice, it's Tadashi."

Jewelry pieces are created especially for Michael's by a local artist exclusively to accessorize pieces like a black pantsuit trimmed with faux leopard and two-piece business suits purchased during buying trips to Chicago and New York.

Leather briefcases, perfume bottles, tapestry pillows, china book ends, and a few antiques round out the shop's offerings adding flair to the boutique's charm.

Getsoff doesn't consider his apparel for upscale shoppers only. Prices range from \$195 to \$450. His marketing strategy is simple: the personal touch of an old-fashioned gentleman aiming to outfit a one-of-a-kind lady.

"It's a small shop, but it's very special. I don't approach customers as soon as they walk in. I let them look

around. I also have a markdown rack. I don't believe in gimmicks or high prices."

While you're at Michael's Fashions, ask to see his gouache paintings of whimsical fallen angels and cats once exhibited at the Detroit Artists Market, Detroit Institute of Arts, and other spaces around town. Getsoff feels the artworks tie-in with fashion composition, color and fine.

Mizrahi via video a hit at Saks

■ Detroit was among the markets chosen by Saks Fifth Avenue to view a simulcast developed to personalize a designer's work for his clients.

BY SUSAN DEMAGGIO
STAFF WRITER

Passing Perrier and popcorn down the aisles, fans of New York designer Isaac Mizrahi gathered before a big screen TV at Saks Fifth Avenue in the Somerset Collection recently to view his new bridge line IS@C via satellite broadcast linking 12 markets to the event.

See MIZRAHI, 9A



STEPHEN CANTELL/STAFF PHOTOGRAPHER

Sense of style: Michael Getsoff poses among the treasures in his Birmingham boutique.

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 & Courier Newspapers, 805 E. Maple, Birmingham, 48009. Or fax to: (810) 644-1314.

ADDED ATTRACTIONS

MONDAY, FEB. 19

RADIO-A-TION

WWJW radio, Oakland Mall and St. Jude's Children's Hospital host a radio & show concert through Feb. 20 to raise conditions for children in the battle against cancer. Live broadcasts. Meet and greet performers. Oakland Mall, 14 Mile/John R. Troy. (810) 597-2200.

TUESDAY, FEB. 20

TEA & TART

The Gypsy's Light candle shop hosts private tart card readings with Madame Vivian, plus pot of tea and sweet treat. Tickets \$20. Appointments: Tuesday-Saturday 11 a.m. to 2 p.m. Thursday 5-7 p.m. 256 S. Eton, Birmingham. (810) 642-4010.

HUNTING SEASON

Sports & Rec hosts Rod Benson on turkey hunting, 7 p.m. Receive a free turkey call while supplies last. Register for tickets to Outdoorama '96. 3045 Ford Rd. Canton. (313) 981-0086.

ARTISTS VISIT

Helmuth Card and Gift Center hosts creators of Finlars Figures and Seraphim Classics by Roman from 4-8 p.m. Oakland Mall, 14 Mile/John R. Troy. (810) 595-0000.

WEDNESDAY, FEB. 21

FASHION SHOW

Hudson's presents Oval Room looks for spring 7 p.m.

Oakland Mall, 14 Mile/John R. Troy. (810) 597-2200.

THURSDAY, FEB. 22

HOME SHOW

Information booths featuring home improvement products, health and fitness news, retirement and financial planning, through Feb. 25. Mail hours. Tel. Tuesday, 12 Mile/Telegraph, Scarsdale. (810) 353-4111.

ANTIQUES SHOW

Through Feb. 25, browse among hundreds of items, including bronze lamps, hand-sewn lamp shades, pocket cards, jewelry, and Victorian furniture. Register mail hours. Wondaland Mall, Plymouth/Ardenhill, Livonia. (810) 522-4100.

SPRING BREAKOVERS

Carine experts offer complimentary mini-tutorials and spring makeovers by appointment only at Saks Fifth Avenue through Feb. 24. Somerset Collection, Big Beaver/Cooktop, Troy. (810) 643-9000, ext. 364.

FRIDAY, FEB. 23

MCEVOY MAKE-UP

Jacobson's hosts personal appointments for spring make-up lessons with Trish McEvoy artist, \$25 prepaid fee redeemable toward products. Noon to 6 p.m. and Feb. 24 from 11 a.m. to 4 p.m. 333 West Maple, Birmingham. (810) 644-8000.

SATURDAY, FEB. 24

CRUISE DAY

Noon to 4 p.m., cruise wear fashion show, water toys

exhibit by Aggressive Marine, Coast Guard representatives discuss water safety, cruise line representatives. Great Oaks, Livonia/Walton, Rochester Hills. (810) 551-0000.

CHARACTER VISIT

Spot, full-size costumed book character, greets fans, sign autographs and poses for photos from 10 a.m. to 6 p.m. at Toy Wonders of the World. (They! This shop rents Eric sets) Newberry Square, 14 Mile/Haggerty, Walled Lake. (810) 4930.

BROWNSIAN VISIT

Meet the star of Raymond Briggs' beloved books 11 a.m. at Borders. Southfield/13 Mile, Birmingham. (810) 644-1515.

FABRIC AND LACE

Haberman's Fabrics hosts first of three-part sewing registration for special-occasions series, \$10 per class. Advance registration. Learn about different fabrics, when to use, how to sew, how to care for formal fabrics. March 2: professional fitting tips. March 9: trim application, binding and bows. 117 W. Fourth, Royal Oak. (810) 541-0010.

SUNDAY, FEB. 25

BRIDAL BREAKFAST

Hudson's hosts brunch, financial advisor's comments for newweds, gift registry tips, demonstrations on setting an elegant table, hair and make-up consultations, door prizes and giveaways, 9-11 a.m. Reservations required. Tickets \$10. Twelve Oaks, 12 Mile/Novi, Novi. (810) 683-5298.

MONDAY, FEB. 26

HEALTH TESTS

Free blood pressure screening courtesy of Boston General Hospital, 8-10 a.m. Also information about keeping your heart muscle healthy. Jacobson's court. Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 482-1100.