

Fashion from page 10A

ality type.

Linda Maynard, Jacobson's vice-president, divisional merchandise manager.

"Our buyers have found that getting fashions for fuller figures is easier today than in past years," she said. "Women who need larger sizes will notice 'look better, feel better' designs of the quality in adjoining departments. At Jacobson's these include labels like Dana Buchman, Tamot-su, Peter Nygard, Lansford Sport and Louboutin."

To start an investment wardrobe Dillon made these suggestions:

1. Buy a blazer tailored to perfection. It's the basis of all wardrobe. Good choices for spring might include a coat in red, pink, stripe or daffodil yellow.
2. Next get a long, black skirt with a slit up the side.
3. Now add a short skirt. (To find your best length, stand before a full-length mirror and move the skirt up the leg to where it is

the most flattering. Have it hemmed at that point.)

4. Add a tailored pant.
5. Choose a sweater set, wear it with a "great" belt in printed or pattern for spring.
6. Select a lace shell or vest-bottomed blouse, worn out.
7. Buy a white or cream linen blouse with an open neck.
8. Add a polka dot blouse.
9. Add a long-sleeved short.
10. Have a loose tunic for casual days.

Dillon coordinates the fashion shoots for Big Beautiful Women magazine which marks its 18th anniversary this year with 850,000 subscribers. The spring issue was shot in South Beach, Miami with the clothing of 10 manufacturers across six pages — all available at Jacobson's in April.

Dillon has two grown children and a 3-year-old granddaughter. To relax, she loves to walk and "like all women, I try to watch what I eat."

Student honored



Knows her products: Marion Thompson of Mashill's Hardware in Adams in Birmingham proudly displays the 1995 Outstanding Graduate Award she received for earning the highest scores in an Advanced Course in Hardware Retailing offered by the Michigan and National Retail Hardware Association.

RETAIL DETAILS

Retail Details features news briefs from the Malls and Mainstreets beat. To be included, send information to: Retail Details, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax (810) 644-1314.

■ CORRECTION

A recent Malls & Mainstreets article quoted a retail expert who said there is 20,000-square feet of retail space for each person in the U.S. The figure distorted William Cook of Cook Real Estate & Research Co., Livonia, who called to report that as a member of the International Council of Shopping Center Research Advisory Task Force he found that figure "high."

"It's more like 18.7-square feet per person," he said. "And that is a 1994 ICSC figure." He also provided this 1994-based retail information: There are 376 shopping centers with more than one million square feet of retail space in the country. There are a total of 40,368 shopping centers in all. Retail sales in shopping centers topped \$880.2 billion and generated \$36.2 billion in state sales taxes.

■ BIRMINGHAM'S IMAGE

The Berlin Group of Bloomfield Hills introduced a promotional campaign for the city of Birmingham's Principal Shopping District. Area residents have received a four-color, eight page advertisement in the mail touting the city as "The Freshest Downtown Around."

"Birmingham has a unique and very distinctive personality that can't be found in any mall," said Jim Berlin. "With the changing retail climate and increased competition, we wanted to convey to the public that Birmingham has something for everyone, from clas-

sical and elegant to funky and way-out."

He said posters and flyers around town will complement the direct-mail piece.

■ **NEW SHOP AT BRIARWOOD**
Select Comfort Sleep System comes to Briarwood Mall, Ann Arbor, April 3. The store is designed to relax customers with playful "dream walls," on which the famous float amid clouds in blue skies. Sleep consultants on the selling floor are trained to assist shoppers. A display opens to reveal mattress construction.

The SCSS earned 22 patents for air chamber construction. Mattresses have an adjustable firmness control that allows different support levels on each side of the bed, monitored by a handheld digital remote control. For more information call 1-800-535-BEDS.

■ HUDSON'S STAFFS

SOLARBEYER SHOPS
New year-round "Solarbeyer shops" are open in Hudson's stores adjacent to Accessories. Trained personnel will operate the 300-square-foot boutiques selling sunglasses to sports enthusiasts as well as the health and fashion conscious. Manufacturers include Ray Ban, DKNY, Fossil, F/X, Gargoyles, Vuarnet and Bolle, priced \$22 to \$285.

■ LOCAL WRITER AUTOGRAPHS

PROSE
Stephanie Mellen of Troy, signs her fourth book, "The Golden Angel," March 31 from 1-6 p.m. at Waldenbooks in Lakeside Mall; On April 5 from 10 a.m. to 8 p.m. at Waldenbooks in Meadowbrook Village Mall, Rochester Hills; On April 6 from 10 a.m. to 8 p.m. at Waldenbooks at Summit Place Mall, Waterford; On April 20 from 11 a.m. to 4 p.m. at Barnes & Noble, Bloomfield Hills.

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Fordson High School.....<http://oeonline.com/fordson>

Global Village Project.....<http://oeonline.com/gvp.html>

Reuther Middle School.....<http://oeonline.com/rms>

Coast to Coast Marketing.....<http://oeonline.com/hawk/coast.html>

HYDRAULIC AND PNEUMATIC CYLINDERS

Hennells.....Coming Soon!

IMPRINTED PRODUCTS/MONOGRAMMING

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Elvaire Corporation.....<http://oeonline.com/elvaire>

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Village Mortgage.....Coming Soon!

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PSYCHOLOGICAL & ASTROLOGICAL PROFILES

Lifestyles International.....<http://oeonline.com/lifeintl>

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REALnet.....<http://oeonline.com/realnet.html>

The Anderson Associates.....<http://oeonline.com/realnet.html>

Angel Financial Services.....<http://oeonline.com/realnet.html>

Century 21 at the Lakes.....<http://oeonline.com/realnet.html>

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Howell.....<http://oeonline.com/realnet.html>

Langard Realtors.....Coming Soon!

RESTAURANTS

Inn Season Cafe.....<http://oeonline.com/innseason/>

Birmingham Restaurant Collection.....<http://oeonline.com/dineout/220.html>

220 Merrill.....<http://oeonline.com/dineout/220.html>

Alban's.....<http://oeonline.com/dineout/albans.html>

City Grill.....<http://oeonline.com/dineout/citygrill.html>

The Community House.....<http://oeonline.com/dineout/communityhouse.html>

Madison Cafe.....<http://oeonline.com/dineout/madison.html>

Norman's Elton Street Station.....<http://oeonline.com/dineout/elonstreet.html>

Ocean Grill.....<http://oeonline.com/dineout/oceangrill.html>

Old Woodward Grill.....<http://oeonline.com/dineout/owg.html>

Peabody's.....<http://oeonline.com/dineout/peabodys.html>

Phoenixia.....<http://oeonline.com/dineout/phoenixia.html>

Rugby Grill.....<http://oeonline.com/dineout/rugbygrill.html>

Streetside Seafood.....<http://oeonline.com/dineout/streetside.html>

SERVICES

Perry Johnson, Inc.....<http://oeonline.com/perry.html>

SHOPPING

Birmingham Principal Shopping District.....<http://oeonline.com/birmingham>

SPECIALTY PERFORMANCE AUTOMOBILES

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McCullough Corporation.....<http://www.mcfam.com>

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ACRO Service Corp.....Coming Soon!

WELD GUN PRODUCTS

C.M. Smilie Co.....Coming Soon!

WINE

Fruit of the Woods Winery.....<http://oeonline.com/edog/winehome.html>

Observer & Eccentric

Retail Realities: Shoes

Many foot problems, especially for women, stem from ill-fitting shoes. The American Academy of Orthopedic Surgeons offers these tips for finding the shoe that fits:

■ Make sure the ball of your foot fits into the widest part of the shoe and that the heel fits snugly without slipping.

■ Do not wear shoes with a heel

higher than 2 1/4 inches.

■ Shop for shoes at the end of the day, when feet are at their largest.

■ Sizes vary among brands and styles. Always try on shoes before buying.

■ Shoes should be comfortable when you first put them on.

■ Those that need to be broken in should stay at the store.

New! Magic by Mr. Creepy



Abracadabra! From Pressman Toys, a line of spooky tricks for magic fans. The products were created by magician Mark Sottocutuci for ages 7 and up. Each set comes with a thrill-actuated comic book with step-by-step demonstrations by Mr. Creepy. \$19.95, where ever toys are sold.

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