

MALLS & MAINSTREETS

MONDAY, APRIL 1, 1996

8A(F)

SHOPPING CENTER



STYLING BY SHARON LEMLEY

Operation thick hair: Leonard Rupert and Mikel Smith (right) weave custom, artificial strands into the natural hair at the base of Suzi Arnoni's scalp.

Savvy salon treats problem skin, hair

BY SUSAN DEMAGGIO

The services of a special salon in Farmington Hills may not be for everyone, but they're certainly a godsend to some. Viagee Anti-Aging, International (The Mili-bu Group) offers hair enhancements for people with thin hair, and chemical facial peels for clients who want to "turn back the clock."

"People are surprised to find that the first thing I set out to do is rid them of their reliance on foundation," said Donna Jagger, esthetician/owner. "By combining the sciences of dermatology, nutrition and cosmetology into a fully integrated, personalized system, I work with clients to create a radiant, blemish-free face."

Jagger said she's had an interest in beautiful skin since receiving her first facial at the age of 9 from her grandmother, a Hungarian esthetician. She's practiced the craft for 18 years, the last four, specializing in alpha hydroxy acid facials (aka chemical peels).

"There seems to be two magic ages when women consider their skin — 35 and 50," Jagger said, smiling. "They reach these birthdays, hear about us, and come in for a consultation. They say, 'I think it's time I start taking care of my face.' European women know better."

Before opening her own salon, Jagger studied in Toronto under Elena DuBuay, a renowned skincare technician. Next stop was New York under the direction of dermatologist/cosmetic surgeon Dr. Steven Victor, whose clients include Ivana Trump, Nancy Kissinger and Christie Brinkley. Both teachers espoused the European ideals that Jagger practices.

Jagger now treats local celebrities, counting among her clients media and professional women who must look their best for their living.

Alice Antoinetti of Farmington Hills had a chemical peel last year and is considering a second. "As a natural redhead, I damaged my face from years of sunbathing," she said. "I had spots that I detested. Donna suggested the peel. She informed me of the process and explained what to expect."

"Well, for one week after the treatment I couldn't go out of the house while the top layer of my skin peeled off under her hair. I looked like I had a really bad sunburn. But after seven days, my spots were gone and my skin was radiant."

Among the pharmaceutical-grade products Jagger handles are Ella Bache of Hungary, Gunnilla of Sweden, Nelly DuVuyt of Belgium, Nutricell of Switzerland, Bie Jouvance of Paris and Shu Emure of Japan.

Her staff also offers hair enhancements for clients with thin or problem hair. Auto show model Suzi Arnoni works in the salon. She said she relies on hair enhancements every three to four months to deal with her thin hair.

"The custom colored strands are woven right into and under your own hair," she explained. "It takes about six hours, but then you've got a beautiful head of hair that requires little care for the next few months. The hair can be blown dry and set just like your real hair. It grows along with your real hair."

Both services run between \$150-\$600. The Mili-bu Group is on Orchard Lake, north of 13 Mile. Inquiries are welcome at (810) 932-4064.

Hudson's unveils its shining star



BY SUSAN DEMAGGIO

Likening the store to an English manor home with you the welcomed guest, Hudson's chief of Visual Merchandising and Design Andrew Markopoulos presented his vision of Hudson's 315,000-square foot flagship store in the Somerset Collection, five months away from the Aug. 16 grand opening.

And it's very European. The curving comes from a woolen mill in England. The light marble floor tiles are Greek. The marketplace wall mural captures the spirit of an old world town square in Northern Italy.

The paneling and cabinetry mimics well-appointed rooms in a country inn. A great hall at the center of the store rises three levels in glass with a giant clock at the top designed to serve as a meeting place for shoppers who part ways.

"Everything we did in this store came from customer demands at focus groups," Markopoulos said. "We're giving you larger fitting rooms with lots more hooks and mirrors, more seating throughout the store, better lighting, 18-foot wide center aisles for families with strollers, restrooms on each level with baby-changing stations in each, deck covered parking on all floors with vaulted green marble ceilings over the entrances, centrally located vertical transportation, and a drive-through package pickup service."

The store's biggest claim to fame will be a 3,000-square-foot full-service Express Laundry on the main floor for both men and women. The spa will be one of eight in the U.S. with four skin treatment rooms, two body treatment rooms, sound-proofed walls, indirect lighting, tension-relieving music, light lunches, showers and eight service stations for massages, manicures and pedicures. (The cost of a six-hour day at the spa is

about \$185.)

There will not be a restaurant in the store, but on the third level the Marketplace will have kitchens that prepare food to go, or eat in a corner served from six food categories: Cuci-no Gio pizzas and pastas, Asian Accent stir fry, Sub District custom-made sandwiches, Marketplace salads and soups, Yogurt Express dessert and fresh fruit, and Caffé Gio Coffee Bar.

Store manager Judith McCabe said the merchandise selection will complement the elegant surroundings. The store will be stocked with clothing from American and European designers, bridge manufacturers, and upscale accessory houses. Leading crystal and china manufacturers will be featured in tabletop. The personal shopping department will be state-of-the-art.

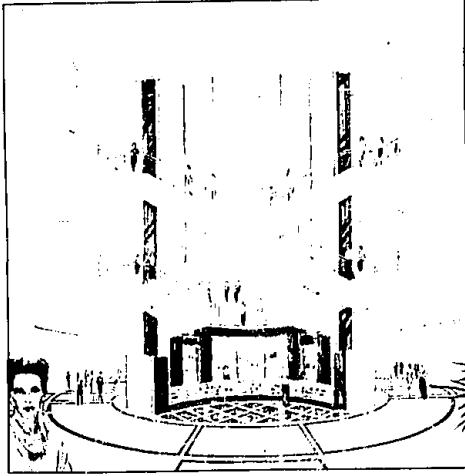
"I've hosted our buyers on limo-sine, bus and van tours of Birmingham, Bloomfield Hills, Royal Oak and Troy," said McCabe. "We wanted to get into the community, check up on our competition. And no matter where these people came from in the U.S., they were impressed with this area. I wanted to inspire their buying patterns."

McCabe said customer service at the Somerset store is an even higher priority than better merchandise. She said to date, she's opened 1,800 employment applications.

"I'm laying the foundations for a service culture," she said. "We will train the staff, practice 'selling' on each other, and we'll be the best we can be before we ever open the doors."

Hudson president Dennis Toffolo said the cost of the new store, which he declined to disclose, will be supported by "sales from this store."

"We have a business formula which takes into account the sales that we expect to transfer over from other Hudson stores, but even with



Welcome home to Hudson's: The three-story atrium at Hudson's new Somerset store features two glass elevators, ascending and descending escalators and a glass clock tower — all designed to make you feel like you're visiting an old friend's country home.

those sales figured in, we believe this store will support itself."

Toffolo pointed out that since 1990, Hudson's has remodeled its Northland, Eastland, Southland, Westland, Lakeside and Summit Place stores, and built stores in Traverse City, the Somerset Collection and Port Huron (set to open Aug. 1997 at the Birchwood Mall).

The retail award-winning Markopoulos, 65, also announced his retirement.

The Hudson's Somerset store, the largest anchor at the center, will be his last for Hudson's.

"We tried to put together a building that has a soul," he said. "We hope to exceed your expectations."

The Somerset store is Hudson's 10th in metro Detroit. The opening will be a gala benefit for Variety Children's Charity on Saturday, Aug. 10 from 6 p.m. to midnight. Reservations may be made (after May 1) by calling 810-258-5511.

Hudson's vs Nordstrom in battle of the shoes

BY SUSAN DEMAGGIO

When Nordstrom and Hudson's open in August, there will be no excuse for wearing old shoes that

pinch or lack style.

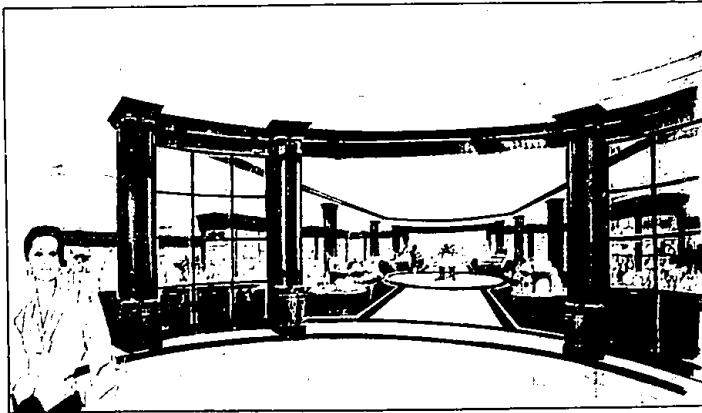
Both retailers are taking great strides to promote extensive footwear departments headed by buyers with years of experience.

While Nordstrom, originally a shoe store, has a long history of providing family shoe selection and service, Hudson's appears ready to give The Big N a run for the money.

"I bought for Nordstrom for 10 years before coming to work at Hudson's last year," said Kathleen Fannon, senior buyer of designer shoes for Dayton-Hudson's-Marshall Field's. "I spend about \$5 million on shoes each season. My selections are based on computer sales analysis and my gut instinct. You've either got an eye for shoes that will sell, or you don't."

Fannon travels to New York four times a year to make the high-end shoe purchases for Hudson's. She relies on a core group of quality consistent manufacturers like Cole-Haan, Calvin Klein, Stuart Weitzman and Ralph Lauren, but then browses the collections of hundreds of others to find special looks.

"I'm shopping for shoes from \$150 a pair up," she explained. "For the Somerset Collection store, I've bought shoes at \$800 a pair with the best components, the best style. The key is understanding what's going on that season in ready-to-wear. After a



Diningroom Tabletop: China, crystal and distinctive gifts will be displayed in a setting of dark woods accented by black marble and jewel tones on the third level.

See SHOES, 9A

Retailers are invited to submit news of upcoming events 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.

MONDAY, APRIL 1

BUNNY PHOTOS

Most malls offer photo packages featuring your child and the Easter Bunny in a garden setting through April 6. Summit Place has a basket for the collection of clothes and toys for needy children in bunny playland. Playland and train rides at Wonderland Mall in Livonia. Peter Rabbit storybook gardens at Twelve Oaks, Lakeside, Fairlane and Laurel Park. Summit Place. Elizabeth Lake/Telegraph. Waterford. (810) 682-0123.

HEALTH-O-RAMA

Free and low cost health tests and information from Ann Arbor Hospital staff through April 4 from 10 a.m. to 6 p.m. Participants must be 18 years or older. Additional testing on April 15-17. Wonderland Mall. Plymouth/Middlebelt. Livonia. (313) 522-4100.

ADDED ATTRactions

TUESDAY, APRIL 2

FULL FIGURE FASHION

Hudson's Women's World Department hosts complimentary fashion show, 7 p.m. Repeated April 10 at 7 p.m. in the Oakland Mall store in Troy. Westland Shopping Center, Wayne/Warren. (313) 424-8800.

THURSDAY, APRIL 4

STORY HOUR

Borders hosts Sue Cresson and Deena Vanetta 11 a.m. Children's Books. 13 Mile/Southfield. (810) 644-1314.

SATURDAY, APRIL 6

EASTER BOE WINE

Third annual, 2 p.m. Carousel rides in the town square, bring a camera, lots of photo opportunities. Century Village, Joelyn Road, Lake Orion. (810) 391-5700.

BOOK SHOP FUN

Mike Karoub performs jazz on his oboe 7-9 p.m. at Borders Books & Music. At 11 a.m. a step-by-step drawing workshop for kids by Pam Lentley for ages 5-10. 30995 Orchard Lake, Farmington Hills. (810) 737-3580.

PROM PARTY

Hudson's presents the hottest looks for prom in Junction, 2 p.m. Free. Fashion director M.J. Burns offers tips for hair, makeup and the best dress for you. Twelve Oaks. 12 Mile/Novi. Novi. (810) 344-6800.

SUNDAY, APRIL 7

EASTER SUNDAY

Malls and Main Street shops are closed. Business as usual returns tomorrow.

MONDAY, APRIL 8

BLOOD PRESSURE TEST

St. Mary's Hospital staff provides free blood pressure screening 8-10 a.m. near Information Booth. Wonderland Mall, Middlebelt/Plymouth. Livonia. (313) 522-4100.



Before

After