

RETAIL DETAILS

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

FURNITURE STORE OPENS
Ethan Allen opened its sixth Detroit-area store in downtown Birmingham in the former Jacobson's Children's Store, 276 N. Woodward at Willets.

Ethan Allen converted 8,000-square feet of space under bold blue awnings to a showroom filled with four styles of home furnishings: Casual Contemporary, American Colonial, Classic Elegance and Formal. Eight interior designers staff the store for quick advice on updates or reworking the entire look of a home. Consultations in-store or at-home are complimentary.

The showroom features Ethan Allen's Interiors Plus a computer system that allows shoppers to see how the fabric choices they select look on a finished piece. Manager Gary Iannucci said the store is open Monday, Thursday and Friday 10 a.m. to 9 p.m. Tuesday, Wednesday and Saturday until 5:30 p.m. Sunday noon to 5 p.m. Inquiries are welcome at 810-540-8558.

RESALE DIRECTORY
Jacqueline Groene of Garden City, publisher of Resale Hotline Directory said the book is now in its 10th edition with 104 pages listing resale shops statewide, not just locally. The directory is available for \$5.95 at Borders or Little Professors book stores, or by sending \$7.95 (is for postage and handling) to Resale Hotline, P.O. Box 314 Garden City, 48136-0314. Groene reported that she updates the book every six months.

NINE NEW ROCHESTER BUSINESSES

The Rochester Downtown Development Authority announced nine new leases in the city: Ameritech on S. Main, Country Grains Bread Co. on N. Main (south of Pier 1) Hermitage Gallery on Main, Jo-Lyn Fashions on Walnut, Ken Venturi Golf Academy on Main, Modern Art Jewellers on E. University, Pulse Strings & Things on Main, Tally Ho Antiques on Main and Wired Cybercafe on Main St.

MALL SCHOLARSHIPS

Both Wonderland and Laurel Park Place malls in Livonia recently awarded college scholarships to local high school seniors. By writing essays in response to the question "How will my college education benefit my community?" three winners were chosen from 20 schools (public and private) by each shopping center. At Wonderland Mall: 1st Place \$1,500 scholarship to Karyl Stead of Divine Child; 2nd Place \$500 scholarship to Jonathan Richards of Southfield Christian High School; 3rd Place \$500 to Danielle Azzopardi of Lutheran High, Westland.

Laurel Park Place awarded their 1st place scholarship to Matthew Minard of Northville High, 2nd place to Kristen Raye Ladd of Adlai Stevenson High and 3rd place to Heli Shih Kwak

of Plymouth-Salem High. Both malls are owned and managed by Schostak & Company.

TEEN MODELS WANTED
Oakland Mall in Troy invites persons 16 and older who are interested in modeling to sign up for an audition by Monday, April 8 at the Information Booth. The auditions begin at noon on April 13 for the Mallstar Program. Mallstars will meet with fashion consultants and participate in events throughout the year. Call Heather Rogers, (810) 788-4356, for more details.

EMPLOYEES RECOGNIZED
Jacobson's Midwest Division awarded its "Best of the Best" award to the visual merchandising department in the Birmingham store. Members of the department include Sam Mullen, Tina Darlington, Katherine Griffin, Lawrence Crockett and Janice Cecil. The winners received a certificate, cash bonus and special name badge.

LAKEVIEW MARKS 20 YEARS
Lakeview in Sterling Heights will celebrate its 20th anniversary by awarding a total of \$100,000 to 20 civic and community organizations in Macomb County.

Non-profit groups that serve county residents are invited to apply for one of the \$5,000 grants. Application deadline is April 30, 1998. The grants will be awarded at a June luncheon.

BUYS THE STORE
Kite lovers rejoice! Jerry Honeman new owner of Royal Oak's premier kite shop, The Unique Place, assures customers he will uphold the 17-year tradition of offering the area's most extensive collection of paper flying things. The Unique Place also sells windsocks, gifts and flags at 625 S. Washington. Call for more information, (810) 598-5900.

Eric Gaskins brings spring designs

Seventh Avenue couture designer Eric Gaskins brought his spring collection to Jacobson's in Birmingham last week, delighting guests at a fashion breakfast at the Townsend Hotel.

"He showed a lot of dresses with jackets which I love to wear instead of a suit because you don't have to worry about losing a blouse," said Annette Kolon of Birmingham. "The evening gowns were sophisticated and timeless."

Joy Bihler of Bloomfield Hills called the collection "seductive" with lots of body-hugging silhouettes in rich fabrics. Daytime dresses were short, short, some evening gowns trailed the floor.

Gaskins kissed each model on the cheek after the show while the audience applauded with wide smiles. "Thank you," he told the crowd. "Thank you very much."

In his eighth year of creating simple, straightforward garments with clean style in top-of-the-line fabrics, Gaskins said he's working hard to further his reputation.

"Eric really has an eye for femininity," said Jacobson's Rebecca

Spring designs



Perfect prints: Andrea Radich models an ensemble from Gymboree with shoes from Stride Rite at Fairlane Town Center.

Junior executive



No overtime: Marc Antinucci, 3, found the perfect clothes for dressing up at the Children's Place and Stride Rite Shoes.

Shoes from page 8A

customer buys a dress, the shoes are typically the second purchase.

Hudson's spokeswoman Chris Morriase said the shoe departments have been expanded 35 to 50-percent in every store that's been remodeled since 1990.

"We can get shoes in any size that a manufacturer makes through special order for our customers," she said. "Our most extensive odd-size shoe departments are at the Northland and Oakland mall stores."

The best-selling shoe at Hudson's is a black pump with a medium heel, according to Fannon. "Most women wear size 8 or 8 1/2. Sizes 6-10 are considered standard run, anything smaller or

larger is specialty." Fannon said there are five buyers for women's shoes in the company, two buyers for men's shoes and one for children's shoes. She suggested this basic shoe wardrobe to be footed for any occasion: a black pump, a loafer with a rubber bottom, a casual slip-on or tie shoe, a social shoe for black tie affairs, a canvas shoe, a sandal, an athletic shoe and warm boots.

Nordstrom will stock 150,000 pairs of shoes through six shoe departments in sizes 3A-4A to 14EE for women, and 5AAA to 10EEE for men. Pairs are broken up and sold individually if a customer's feet differ in length by a size and a half.



Eric Gaskins

Powers. "Not many designers can create such fashions that make a woman feel glamorous."

Gaskins' spring palette incorporates shocking pinks and greens both in 4-ply silk and dupion, stripes in shantung and otoman, and spirited daisies on organza as well as white vinyl.

The designer Gaskins almost scored a fashion touchdown; he heard that actress Goldie Hawn bought one of his gowns for the Academy Awards.

"But, that doesn't mean she'll wear it," he cautioned. "Most stars buy a few couture gowns, deciding on one just hours before the event."

Hawn didn't wear Gaskins' white strapless with the dark scarf down the side that she purchased earlier in the week. — Susan DeMaggio

There's a new place
in Birmingham
to Get Fit...



When it comes to personal fitness, the Oakland Athletic Club is the area's most exclusive address. Located in the heart of downtown Birmingham, we offer all the amenities you deserve, from certified personal fitness trainers and computerized fitness logs right down to Bose stereo and hardwood lockers. You'll enjoy state-of-the-art equipment from Life Cycle, Stair Master, Trotter, Schwinn, and others.

Best of all, membership is limited, so you'll never have to fight a crowd.

Call 810-540-9596 today for information on our special Charter Membership Program, available through April 1.

OAKLAND ATHLETIC CLUB

In the Zasko Sarafin Financial Center
355 S. Woodward, Suite 290
Birmingham, MI 48009

CHARTER MEMBERSHIP PROGRAM
AVAILABLE THROUGH
APRIL 1, 1998



Find these sites on the World Wide Web
Brought to you by the services of OAE On-Line!
To get your business On-Line,
call 313-953-2038

ON-LINE! INTERNET ADDRESS DIRECTORY

APPAREL	Hold Up Suspender Co.....	Coming Soon!
APARTMENTS	Triangle Management.....	http://online.com/triangle
ART MUSEUMS	The Detroit Institute of Arts.....	http://www.dia.org
AUDIO VISUAL SERVICES	Sidemaster.....	http://www.sidemaster.com
AUTOMOTIVE	The Tamaroff Group.....	http://www.tamaroff.com
AUTOMOTIVE MANUFACTURERS REPRESENTATIVES	Marks Mgmt. Services.....	Coming Soon!
AUTOMOTIVE RELATED TRAINING	The High Performance Group, Inc.....	http://online.com/hpg
BAKING/COOKING	"Jiffy" Mix-Chestnut Milling Company.....	http://www.jiffymix.com
BOOKKEEPING PRODUCTS	Big E-2 Bookkeeping Co.....	Coming Soon!
BOOKS	Apostrophe Communications.....	Coming Soon!
BUSINESS NEWS	Insider Business Journal.....	http://online.com/ibj
CHAMBERS OF COMMERCE	Livonia Chamber of Commerce.....	http://online.com/livoniachamber
COMMUNITIES	City of Livonia.....	http://online.com/livonia
COMPUTER HARDWARE/SOFTWARE/PROGRAMMING	Standco Systems.....	http://online.com/standco
OS/2 Software	Mighty Systems Inc.....	http://www.mightysystems.com
COMPUTER BOOKKEEPING & ACCOUNTING	Unique Business Services.....	http://online.com/mrspeach
Peasch Support & Sales	COMPUTER PRODUCT REVIEWS	
HORSEBACK HANDICAPPING SOFTWARE	Cyberhorse Reviews.....	http://online.com/cyberhorses
DRUG STORES	Concord Drugs.....	http://www.concorddrugs.com
EDUCATION	Crabtree Academy of Arts.....	http://online.com/crabtree
ENTERTAINMENT	Fordson High School.....	http://online.com/fordson
ENVIRONMENTAL	Global Village Project.....	http://online.com/gvp
FINANCIAL	Oakland Project.....	http://oakland.v2i.net
FOODS	Reuther Middle School.....	http://online.com/rms
EYE CARE/LASER SURGERY	Greenberg Laser Eye Center.....	Coming Soon!
FROZEN DESSERTS	Savvy Foods.....	Coming Soon!
FUNDRAISING	Coast to Coast Marketing.....	http://online.com/coast.html
GENEALOGY	Smith-Gordon Publications.....	Coming Soon!
HAIR SALONS	Heads You Win.....	Coming Soon!
HYDRAULIC AND PNEUMATIC CYLINDERS	Hennrichs.....	Coming Soon!
IMPORTED PRODUCTS/MONOGRAPHING	Monograms Plus.....	http://online.com/monograms
INDUSTRIAL FILTERS	Elzavir Corporation.....	http://www.elzavir.com
INSURANCE	J.J. O'Connell & Assoc., Inc. Insurance.....	http://www.oconnellinsurance.com
MORTGAGE COMPANIES	Mortgage Marketing Information Services.....	http://online.com/mortgage.html
NATURAL PRODUCTS	Healthy Food Supplements.....	Coming Soon!
NOTARY SERVICES	Nature's Better Way.....	Coming Soon!
NOTARY SERVICE AND BONDING AGENCY, INC.	Notary Service and Bonding Agency, Inc.....	Coming Soon!
PARKS & RECREATION	National Garages, Inc.....	Coming Soon!
PHYSIOLOGICAL & ASTROLOGICAL PROFILES	Parke & Recreation.....	Coming Soon!
PSYCHOLOGICAL & ASTROLOGICAL PROFILES	Psychological & Astrological Profiles.....	Coming Soon!
REAL ESTATE	RealNet.....	http://online.com/realnet.html
REALNET	The Anderson Associates.....	http://online.com/realnet.html
REALNET	Angel Financial Services.....	http://online.com/realnet.html
REALNET	Birmingham-Bloomfield-Rochester.....	Coming Soon!
REALNET	Century 21 at the Lakes.....	http://online.com/realnet.html
REALNET	Century 21 Town & Country.....	http://online.com/realnet.html
REALNET	Charlottesville Real Estate.....	http://online.com/realnet.html
REALNET	Coldwell Banker Preferred.....	http://online.com/realnet.html
REALNET	Coldwell Banker Schwitzer.....	http://online.com/realnet.html
REALNET	ERA Griffin Realty.....	Coming Soon!
REALNET	Mail & Hunter Realtors.....	http://sda.online.com/hallburt
REALNET	Heritage Real Estate.....	Coming Soon!
REALNET	Better Homes and Gardens.....	Coming Soon!
REALNET	Langard Realtors.....	Coming Soon!
REALNET	The Michigan Group.....	Coming Soon!
REALNET	Steve Nickerson.....	http://www.stevnickerson.com
REALNET	Ralph Menden Associates.....	http://online.com/realnet.html
REALNET	ReMax Partners.....	Coming Soon!
REALNET	Sellers First Choice.....	Coming Soon!
REALNET	Woodward Real Estate.....	http://online.com/realnet.html
REALNET	Bob Taylor.....	http://www.bobtaylor.com
RESTAURANTS	Inn Season Cafe.....	http://online.com/inseason
RESTAURANTS	Birmingham Restaurant Collection.....	http://online.com/birmingham
RESTAURANTS	220 Menu.....	http://online.com/dineout220.html
RESTAURANTS	Alban's.....	http://online.com/dineoutalban.html
RESTAURANTS	City Grill.....	http://online.com/dineoutcitygrill.html
RESTAURANTS	The Community House.....	http://online.com/dineoutcommunityhouse.html
RESTAURANTS	Midtown Cafe.....	http://online.com/dineoutmidtowncafe.html
RESTAURANTS	Norman's Grand Street Station.....	http://online.com/dineoutnormans.html
RESTAURANTS	Ocean Grille.....	http://online.com/dineoutocean.html
RESTAURANTS	Old Woodward Grill.....	http://online.com/dineoutowg.html
RESTAURANTS	Peabody's.....	http://online.com/dineoutpeabodys.html
RESTAURANTS	Phoenix.....	http://online.com/dineoutphoenix.html
RESTAURANTS	Rugby Grille.....	http://online.com/dineoutrugbygrille.html
RESTAURANTS	Streetside Seafood.....	http://online.com/dineoutstreetside.html
RESTAURANTS	Steve's Backroom.....	Coming Soon!
SHOPPING	Birmingham Principal Shopping District.....	http://online.com/birmingham
SHOPPING	The Somerset Collection.....	http://online.com/somerset
SPECIALTY PERFORMANCE AUTOMOBILES	SLP Engineering.....	http://www.spongengrpg.com
SURPLUS FOAM	McClough Corporation.....	http://www.mccom.com
SURPLUS PRODUCTS	McClough Corporation.....	http://www.mccom.com
TECHNICAL EMPLOYMENT SERVICES	ACRO Service Corp.....	http://online.com/acro.html
TECHNICAL EMPLOYMENT SERVICES	Dickson Associates.....	Coming Soon!
WELD GUN PRODUCTS	C.M. Sima Co.....	Coming Soon!
WINE	Fruit of the Woods Winery.....	http://online.com/odog/winehome.html

Machus EASTER CELEBRATIONS!

SUNDAY, APRIL 7th



THE RETURN OF THE GRAND BRUNCH BUFFET

11 A.M. - 4 P.M.
Adults \$16.95
Children \$7.95
Under age 10

HUNTER BLVD., S. OF MAPLE
BIRMINGHAM

(810) 642-6900
CALL FOR RESERVATIONS

KIDS!
Adams Square
C.A.F.E.T.E.R.O.I.A.

EASTER BRUNCH 12-2 PM
DINNER 12-7 PM

COMPLETE
DINNERS FROM \$7.50

643 S. ADAMS
BIRMINGHAM

(810) 644-1042