

MALLS & MAINSTREETS

MONDAY, APRIL 29, 1996

10A(F)

SHOPPING CENTERED



Night to remember: Evening wear for teens mirrors the more adult styles but with lots more snap, crackle, pop!

Prom '96: Glitz for guys and gals

Prom night is the most fashionable milestone of a teen's young life because while dressing down is the day-to-day code, a glamorous prom night is the ultimate exception. Cele Laill, editor of Modern Bride and Your Prom magazines, characterizes this year's styles as "feminine and figure-flattering." Long dresses are making a comeback as most of last year's short, short models make an exit. Expect to see plenty of sophisticated sheaths with slits.

Flatters, criss-cross backs and lots of back details top the list of trendy looks with beading and front details very important, too.

Black, white and red are as formal and flirty as ever, though jewel tones, royal blue and vivid yellow, are also popular. Pastels will shine in the short, mod looks some teens prefer.

Formal fabrics vary from velvet to crepe, georgette, satin and elegant satin trimming.

Try on a variety of styles and colors to discover the looks that most flatter you. Some elements play up your best features, but others can emphasize the ones that are bothersome. Shorter girls note: a higher hemline creates the vision of length and makes you appear taller.

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Shoes are strappy, feminine high heels and pumps, that no dress can do without. Choose a neutral color, black or white, or have them dyed to match.

Accessories polish off a formal look. Glittering, even flashy rhinestones were never more appropriate for earrings, necklaces, even barrettes and fancy bobble pins.

Finally, a classy little handbag holds just the essentials. It should complement the dress or be dyed to match.

Boys To Men
Girls appreciate the rare opportunity to see their guys in full dress. So, boys, don't disappoint them. Start with a tux rental, add a little of your own personality, and you have a look to remember. If you make a weak effort, you might never live it down — all those prom-night photos will come back to haunt you!

Traditional tuxedos range from single- and double-breasted styles to cropped jackets and full tails. Some of this season's most stylish sport suits.

Black is classic and white is ultraformal, but there is a range of other fun colors. President Tuxedo's Oakland Mall store manager Milton Neuman said the company has tie-dye tux jackets, \$96, while they last. One safe bet is to go with basic black, white, or gray and then accessorize to complement your date's dress.

Accessories include bow ties, cummerbunds and vests in countless colors and even some novelty prints, metallics and interesting textures.

Since the whole idea is to have a good time, it's OK to take chances for the sake of fun. Replace the standard white shirt with a satin version, wear black boots instead of oxfords, or search out a tie and vest depicting your favorite team logo.

— Jennifer Plantier
Copley News Service

Women's Expo links shoppers/retailers



BY SUSAN DEMAGGIO
STAFF WRITER

Taking the show on the road. That's the plan behind both Crowley's and JCPenney's involvement with the Michigan International Women's Show, May 2-6 at the Novi Expo Center.

"Women's Expos are expected to increase in popularity because they offer busy women a variety of useful information in a centralized location," said Kim Jones, special events manager for JCPenney's Detroit District. "The concept of marketing to women in interactive environments has become a proven way to reach a target audience: those time-pressed professional women."

The Michigan Women's Expo features more than 350 exhibitor booths showcasing goods and topics of interest to women including fashion, cosmetics, health issues, career and

family juggling, financial security, cooking, fitness demonstrations, and free samples.

At the expo, Crowley's poses the question "What makes you a strong woman of the '90s?" The retailer offers answers to the query with exhibits of dresses and suits, an assortment of cloths and a working salon offering makeovers and quick hair fixes.

The personal possessions of Crowley's own "Strong Women" employees could be the centerpiece of the exhibit area. Visitors to the Crowley's booth will receive discount merchandise coupons. When redeemed, the coupons automatically enter the customer in a drawing for a Crowley's shopping spree.

Crowley's will also present two children's fashion shows at noon, May 1 and 2.

The winners of Crowley's 25-word essay contest, "What makes you a strong woman of the '90s?" the children's coloring contest and other drawings, take home the merchandise on display.

JCPenney will present "Fashion Solutions" a fully-choreographed, entertaining spring/summer runway show at 1 p.m. on May 4 and 2 p.m. on May 6. Attendees receive a complimentary 25-page color guide to dressing. "Solutions for Today's Working Woman."

Workshops on cutting-edge looks will be hosted by Toni Turner, JCPenney assistant fashion editor, at 7 p.m. on May 2, 2 p.m. on May 3, and at 5 p.m. on May 4.

Large-size model Lovlie Renaud will show women how to present a slimmer silhouette at 2 p.m. on May 2, noon and 5 p.m. on May 3, 6 p.m. on May 4, and 1 p.m. on May 6.

The fun of Pillow Aerobics will be taught by Mary Grover, who will also provide tips for selecting the proper bedding to contour a body for accurate weight distribution for a restful night's sleep at 1 and 5 p.m. on May 2 and 11 a.m. and 1 p.m. on May 3.

JCPenney is also hosting five-time Olympic gold medal winner Bonnie Blair, speed skater, and lecturer, who will discuss "Achieving Your Personal Best," at 1:30 p.m. on May 4. An autograph session will follow.

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Speed Queen: Olympic skater Bonnie Blair talks about being your best at the Women's Expo.

Designer believes in menswear traditions

BY SUSAN DEMAGGIO
STAFF WRITER

Fred Astaire had it. The Duke of Windsor had it. And menswear designer Alan Flusser believes you can have it, too.

"It's that bon-vivant, well-dressed, Old World, custom-made, Saville Row look," he explained while fitting customers at Saks Fifth Avenue's

Somerset Collection store in Troy, recently. "It's the right shirt-tie-jacket combination and nothing can substitute for it. It's hierarchical. It's dynamic."

And it all begins with a sport jacket or suit coat, custom-fitted at the shoulder to establish a personal silhouette. Under the jacket is a flared-collar dress shirt "because no other shirt presents a man's face in quite



the same way... it's about power and status."

"The look transcends fashion," Flusser explained. "That's why I'm excited about our new process which offers a man a made-to-measure suit in 15 days for \$650-\$1,000. The suit starts with him, without the imposition of fashion. It's humanistic. It extends an opportunity to the customer to learn something about himself."

Flusser's new process is available exclusively at Saks Fifth Avenue through specially-trained tailors who suit the shopper in silhouette proportions most complimentary to each physique. Then, suit measurements are taken and fabric is selected from Italian wools imported through Canada.

"I've been in menswear for 25 years and I still don't understand the modern paradox," said Flusser. "Even though more men's clothing is sold than ever before, you're hard-pressed to come up with the names of men in politics, entertainment or business who are noted dressers. There just aren't any these days."

Flusser, 50, of New York, grew up in New Jersey, the elder of two sons. His father, of Austrian background, worked in real estate, and according to Flusser, appreciated well-tailored clothing.

"Dad married late in life and was a bit of a bon vivant," Flusser said with a smile. "He admired Fred Astaire and dressed similarly. Dad was very stylish and he more than anyone else is responsible for my career and interest in clothing."

Flusser scrapped plans for a golf career, "at 16 I was a one-handed golfer." He attended the University of Pennsylvania where he earned a Bachelor of Arts. Forever finding himself in menswear shops for part-

See MENSWEAR, 11A



Dandy duds: Knowing patterns and prints is part, but the right look starts with the suit, said Flusser.

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 29

MOTHER'S DAY GIVEAWAY

Win a family of four escape to Mission Point Resort on Mackinac Island through May 12. Mail display has details.
Laural Park Place, Six Mile/Newburgh, Uvoria.
(313) 462-1100.

TUESDAY, APRIL 30

SKINCARE CONSULTATIONS

Certain professionals offer complimentary mini-facials and makeovers. Call for appointments through May 1.
Saks Fifth Avenue, 601 Beaver/Cookfield, Troy.
(810) 643-9000, ext. 362.

THURSDAY, MAY 2

DESIGNER VISITS

Waterford Crystal's chief of design, Jim O'Leary, discusses his craft and signs pieces for collectors, noon to 2 p.m. at Hudson's Crystal Department. Repeated 6-8 p.m. at Oakland Mall in Troy store. On May 3, he visits Faldene from noon to 2 p.m. and Lakeside from 6-8 p.m. On May 4 he visits Twelve Oaks from noon to 3 p.m.
Laural Park Place, Six Mile/Newburgh, Uvoria.
(313) 462-1100.

FRIDAY, MAY 3

CAPE CONCERT

Blues and Ragtime guitarist Art Elanzer performs 8-10 p.m.
Borders, 30995 Orchard Lake, Farmington Hills.
(810) 737-0110.

RELAXER PROMOTION

Heelo's presents Lee Anne McKinley of Bebeek, the world's most translucent chine for 133 years. She'll discuss the process, sign pieces, offer gift suggestions, 6-9 p.m. Repeated on May 4 from 1-5 p.m. at Oakland Mall, Troy store.
The Heights Place, Ford/next Inkster, Dearborn.
(313) 274-6200.

ADDED ATTRACTIONS

SATURDAY, MAY 4

RETAIL SHOPPING SPREE

Leave Nicole's Revival at 9 a.m. Return about 7:30 p.m. Reservations required. Seating limited to 47 guests. \$35 per person includes continental breakfast, lunch, chauffeur service on air-conditioned bus with reclining seats. Visit about eight area retailers. Tip on putting good looks together. Lots of fun for bargain hunters.
958 Newburgh, North of Cherry Hill, Westland.
(313) 729-1234.

POTTERY EXPO

Michigan potters present their annual expo 10 a.m. to 6 p.m. Repeated May 5 10 a.m. to 6 p.m. Choose and view from functional, decorative stoneware, porcelain, whimsical jewelry and Raku.
Canterbury Old World Village, Joslyn, Lake Orion.
(810) 591-5700.

DESIGNER VISITS

Jacobson's hosts local jewelry crafter Judith Jack presenting sterling silver and maroon necklaces, bracelets, earrings, rings and pins, 11 a.m. to 4 p.m.
336 West Maple, Downtown Birmingham.
(810) 644-8900.

FARMER'S MARKET

Downtown Plymouth opens its annual Farmer's Market, 7:30 a.m. to 12:30 p.m. each Saturday through Oct. 19. Stop for dairy and cheese products, bakery goods, flowers, plants and fresh herbs.
On Perimeter, across from Kellogg Park.
(313) 453-1540.

STORYTELLER

Beth Jacobowski entertains, 11 a.m. Children's Department.
Borders, 13 Mile/Southfield, Birmingham.
(810) 644-1616.

MALL CONCERT

The Most Michaels Trio performs 1-2:30 p.m. Informal modeling of fashions from Ann Taylor, Gantco, and Russell's Tuxedos. Coffee samples courtesy of The Coffee Beanery.
Laural Park Place, Six Mile/Newburgh, Uvoria.
(313) 462-1100.

ARTIST VISITS

D. Morgan, noted Atlanta artist, visits to meet fans and sign pieces, noon to 4 p.m. A free, signed print to the first 200 visitors.
Gabriela's, 322 S. Main, Plymouth.
(313) 455-8884.

MAKEUP PHOTOS

Jacobson's hosts makeup artists from Estee Lauder, Trish McEvoy, Christian Dior, Chanel and Lancome providing you a spring makeover and a professional, complimentary 8 x 10 portrait. The \$25 reservation fee is redeemable in cosmetic products.
Great Oaks Mall, Warren/Uvoria. Rochester Hills.
(810) 651-6000, ext. 243.

800 MADD BENEFIT

8 p.m. to midnight, Larados and Earth Angels perform. Refreshments, Hula-Hoop and Bubble Gum Blowing contests. Silent auction includes a beachfront condo stay in Florida. Tickets available at the door: \$20 per person, \$30 per couple. Proceeds benefit Mothers Against Drunk Driving.
Farlane Town Center, Michigan/Hubbard, Dearborn.
(313) 721-8181.

FULL FIGURE FASHIONS

Jacobson's hosts preview of the collection seen in June's Big Beautiful Woman magazine. Holey wardrobe drawing. Gift for each guest. 11 a.m. Light refreshments through 2 p.m. Also see Judith Jack's maroon and enamel jewelry 10 a.m. to 4 p.m. Visit children's department noon to 4 p.m. to pick up an autographed copy of "A Mother's Heart," by local author Ruth Wagner. Daily reflections for mom's of infants and toddlers.
Laural Park Place, Six Mile/Newburgh, Uvoria.
(313) 691-7890, ext. 290.

SUNDAY, MAY 5

CONCERT WEEK

To mark National Music Week, various area musicians, chord groups and bands perform in the mall's Center Court, and at the Somerset Collection in Troy, and Laural Park Place in Uvoria. Call for a complete schedule.
Tel-Twelve Mall, Telegraph/12 Mile, Southfield.
(810) 353-1111.

STORYBOOK SUNDAY

Deve Lockhart of WNCN reads a childhood classic 1 p.m. Fergus the Friendly Dinosaur visits. Next story-time set for June 9 with Gene Maxwell.
Farlane Town Center, Michigan/Hubbard, Dearborn.
(313) 663-1370.