

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.

JOINING RETAIL BOARD
Shawn McGee Kahle, has been named to the Michigan Retailers Association Board of Directors.



Shawn Kahle, is vice president of corporate affairs for the Troy-based Kmart Corporation. She is responsible for all government affairs, community relations, media relations and special events of the retailer's U.S. and international operations.

Kahle succeeds Pave Nelson, former Kmart director of government affairs on the 14-member MRA Board. Kahle began her Kmart career in 1992. She and husband, Robert, reside in Royal Oak. The Lansing-based MRA has more than 4,400 retail business members who operate more than 8,000 stores across the state.

HUDSON'S GRAND OPENING
Tickets are on sale for the Variety Children's Charity gala which doubles as Hudson's Grand Opening at the Somerset Collection, North, Saturday, Aug. 10 from 6-9 p.m.

Entertainer Gregory Hines (Taps, The Cotton Club, White Nights) will headline the evening's festivities which include a personal appearance by designer Isaac Mizrahi plus a runway show of his fall/winter collection; tri-level concerts by Mel Ball & Colours and Alexander Zonlic & Friends; cocktails; and food catered by Matt Preutzel's Unique Restaurant Corp. The public is invited to the event which also includes the first peek at Hudson's 22nd store. To reserve tickets call (810) 258-5511.

SOMERSET COLLECTION CHARGES
Out: Little Rubin, The Icing, Joan Vase, Graham & Gunn, The Circle Gallery. In: Randall Cashmere, Mont Blanc Boutique, Crane and Company Paper Makers, opening May 31. Moving to a new corner of the mall: Sherman Shoes and Louis Vuitton. Stay tuned.

SEND-A-SHAP
The Michigan shops are hosting a year-long promotion asking shoppers to send in their vacation photos with Michigan shopping bags prominent in the pictures. The photos will be displayed at the stores, 205 Pierce in Birmingham and 212 S. Washington Square in Lansing. For the trouble, shoppers will be entered in the stores' contest to win a \$500 shopping spree at the holidays.

For more details call 1-800-443-9284.

BRIARWOOD BUSINESSES
Soon to open at Briarwood Mall in Ann Arbor: the first 56 WTVS Store of Knowledge, The Disney Store, Seaside Street General Store. In June, a Talbot's Petites comes to the Jacobson's corridor.

WESTLAND BOUQUET

PROMOTION
Twelve Westland Center shops will have unique live flowers to pass out to shoppers on May 10 and 11 which can be placed in a free glass vase available at the Customer Service Desk when a customer reaches a total of \$100 or more on purchases. Stores participating: American Diamonds, The Gap, Id, Express, The Limited, Lerner, LoRoy's Jewelers, Lady Footlocker, Meyer Jewelers, Leichter's, Victoria's Secret and Winkelman's. The mall also has gift cards that moms can fill out with their mail wishes. Gifts purchased from the card will be wrapped free.

EARN ACCREDITATION
Susan Ditter-Caulfield of English Gardens, West Bloomfield, (and a resident of Farmington Hills) was named a Michigan Certified Nurserywoman by the Michigan Landscape and Nursery Association. She's been working in the industry for 15 years and holds a degree in horticulture from Ohio State University. Her newest distinction follows a three-hour university-level exam.

SALUTE TO OLD NAVY
Metro-Detroit's third Old Navy store is open at the Bloomfield Town Square, Square Lake and Telegraph. Old Navy, in a lower priced division of The Gap Inc., which boasts denim jeans at \$22 for adults, \$16 for kids, and \$12 for baby. Old Navy customers will also find stores in Ferndale, Troy and Lincoln Park. The San Francisco-based company plans 60-75 new locations across the U.S. this year.

PASS THE BREAD
The Dakota Bread Co. opens May 8 in The Boardwalk, 6879 Orchard Lake, West Bloomfield according to owners David Rubin and Jeffrey Freedman. The shop will sell 20 all natural hand-made breads, muffins, cookies and cinnamon rolls baked on the premises and sold seven days a week. For more details call (810) 626-9110.

MEN'S SUIT COLLECTION
Nelman Marcus joined Oxford Clothes to design the new Renaissance Suit collection. A complimentary video features the development of the suit's design which has a longer coat with the addition of a side panel to flatter most physiques, and fuller armholes and biceps for comfort. To receive a copy of the video call 1-800-821-7073.

The suit is offered in a wide range of fabrics available in either two-button, three-button, or six-on-two double breasted models, completely hand-tailored. The suits are priced \$1,600-\$2,800. Chicago-based Oxford Clothes, was founded in 1916. Nelman Marcus sells more suits for the company than any other retailer.

FAIRLANE FOOD ADDITIONS
Surf City Squeeze (healthy drinks and sodas) and Arthur Treacher's Fish and Chips are open at Fairlane Town Center in Dearborn.

BUSINESS LEADERS
Elections for the Downtown Farmington Business Association resulted in the following positions: John Kanyo of Something Wood, president; Beverly Brown of Touch of Romance, vice-president; Veronica Todd of The Nail Source is treasurer.

Holdup from page 8A

with a wide grin. "We don't want to convince people to wear suspenders. But we want to bring back the people that gave up on them."

For the past year, Judee has devoted herself to HoldUp Suspenders, promoting the product "directly to the end users," and even establishing The Suspenders Wearers Association of America to "promote and encourage admission of suspender wearing." A newsletter, "is in development."

A pair of HoldUp Suspenders is \$29.95, plus \$4.95 for postage and handling. They are available in nine colors and patterns, a Y- or X-shaped back design, and customized by gold or silver non-slip clips. The suspender is made from a high quality woven polyester elastic, with the company logo "HoldUp" gently embossed in the solid black, navy or burgundy suspenders "to serve as a conversation piece," Sal said.

In the first four months of business 200 suspenders have been sold, none returned, and several clients have ordered a second pair. Testimonial letters are trickling in, including a letter of appreciation from comedian Jonathan Winters which sits on a file cabinet to inspire the Hermans.

"Winters said he loved the suspenders we sent, and suggested we make some in red, white and blue," Judee laughed. "But he's talking about novelty suspenders and this is really a different market. We're dealing with a very serious product, top of the line for quality."

One skeptical wife of a suspender aficionado wrote the Herman's: "My husband is test driving these and so far he likes them

very much. He sits at a desk most of the day and said his suspenders are surely more comfortable than a belt with a buckle that pokes you in the overhang."

The Hermans urge suspender wearers to look for their mail order ads in men's magazines, free-standing airport posters, and on the Internet through the Observer & Eccentric's On-Line service. "Then, go ask your favorite retailers if they carry the HoldUp brand yet," Judee said.

For more information, or to place an order, call 1-800-700-4515.

Makeup Artist



Visita Saks: Appointments for spring makeovers with Joseph Costa May 15-16. Call (810) 643-9000, Ext. 364.

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ART MUSEUMS	The Detroit Institute of Arts	http://www.dia.org
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