

Somerset

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"let's go shopping," when they have leisure hours. Instead they cocoon, spend time at home, work on their personal fitness and well being. It's back-to-basics. But, with all the amenities and world class retailers we've brought to Somerset, people will have a reason to say, "It feels good to be here."

The other centers must work in being distinct as well. There are many Detroit-area shopping centers doing well; doing things differently and successfully. Bloomington, once it discovers its niche as a downtown and makes the most of that niche, will grow stronger over time. Bloomington should expand its niche, encourage boutique and specialty shop owners, and provide entertainment venues. Bloomington can't compete with Somerset. We just have a broader retail reach. But, the relationship is synergistic. The two areas are just two-and-a-half miles apart.

M&M: You've brought Neilman Marcus, Barney's New York, Tiffany's and Nordstrom to Detroit, who do you miss? Who didn't come? Bloomingdale's?
Forbes: Hmm. A good question. But, outside of a few world travelers, who really know Bloomingdale's? Our local focus groups showed a high comfort level with Hudson's. Hudson's is a great pull as a complement to Nordstrom.

M&M: Discuss day-to-day operations at the twin centers. Will each have different managements?
Forbes: The Somerset Collection is one entity with two sides, the north and south. Tom Miles will continue to be general manager.

nger. Sally Victor will market both sides. We've had to add a layer of management positions due to the expanded size of the operation, but the staff is essentially the same. Once the center opens, 3,000 new retail jobs will be created.

M&M: When shoppers think, Somerset, they think expensive. Many believe they'll be paying for the new center with higher prices for its merchandise.

Forbes: That's absolutely false. Somerset retailers will enjoy a high volume of sales and to get these sales they will need competitive prices. I think that's what you'll find at Somerset.

M&M: What's next for Forbes-Cohen? Where do you go from here?

Forbes: We're looking at niche-type developments, unique opportunities to provide market-places for communities across the country. The dynamics just don't exist anywhere right now for developing large shopping centers.

M&M: Your father, Sid Forbes, and his partner, Morry Cohen, are developers with many office and retail centers. How old are you, and do you like the work?

Forbes: I'm 34. I grew up in Franklin, married a Huntington Woods native, Cathy, and we have one child and a dog named Neilman, bought on the day Neiman Marcus opened at Somerset. We live in Bloomfield Hills. I've been in this business since I was 13, tagging along with my dad to property reviews and tenant meetings. I love the work.

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) 844-1314.

Layoffs hit Jacobson's
Jacobson's announced the elimination of 92 positions at its Jackson Headquarters and its Florida regional office. Jim Batterson, vice president of sales promotion, said the layoffs came in five departments: Accounting, Operations, Merchandise Information, Database Marketing and Store

Planning. Batterson said the layoffs were part of an "ongoing analysis of operations."

"It is an announcement we make with regret, but one that is necessary to maintain a smart, efficient and competitive company."

NEW BODY SHOP
Oakland Mall welcomes Garden Botanika near center court. The shop offers a full line of skin, hair and body care, along with fragrances and cosmetics. The line uses natural ingredients not tested on animals with items below department store prices.

Nordstrom Manager Appointed



Ready for the opening: Chris Younker arrives in Troy to prepare Nordstrom at the Somerset Collection, North for its Aug. 16 grand opening. Since 1986, she has been a store manager overseeing Nordstrom stores in Oregon and Seattle, including the flagship in downtown Seattle. Younker graduated from Bassett Institute in 1977 with a degree in merchandising. Her hobbies include kayaking, skiing and running.



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AD UPDATE: We apologize for the typographical error on the back page of today's ad insert. The statement "in-warranty service for any brand of computer" should have read "out-of-warranty service for most brands of computers."

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