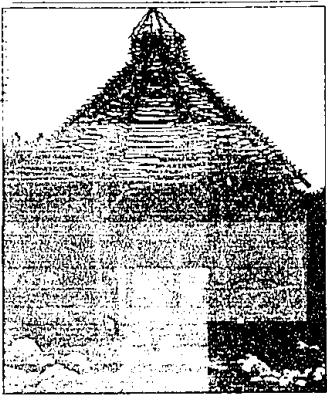


MALLS & MAINSTREETS

Monday, May 27, 1996

SHOPPING CENTERED



Garden spot: The bent willow creations of Michigan's own master furniture maker Bim Willow, are available at Four Seasons Garden Center, 14471 Eleven Mile in Oak Park.

Garden gifts will bloom with flowers

BY SUSAN DEMAGGIO
STAFF WRITER

It's almost impossible to buy annuals and perennials these days without adding a cement rabbit, a box of wind chimes, or a miniature fountain to your shopping cart - not to mention a patio swing, a stone deck for the deck, or a ceramic garden marker. Wise retailers realize that nature lovers will go all out for the great outdoors and most purchases serve to delight season after season.

Bringing art into the garden is as ancient as Greece, and you'll find an impressive selection of unique, contemporary pieces of metal, wood and clay creations at **Objects of Art**, 6243 Orchard Lake, West Bloomfield. Through June 30, browse amid little wind petals and large scale sculptural compositions at the gallery's annual Spring Artscape exhibit.

Casual Concepts, 828 North Main in downtown Rochester introduces a Garden Gazebo filled with terra cotta, antiqued iron and resin planters, moss pots and bird feeders, and a sensational furniture collection for indoors or out.

"We have created this area as a refuge from busy, hectic lifestyles just for our shoppers to explore," said **Mary Ann Chila**, owner. "From copper wind chimes to imported French candles, all our garden elements will help you make your garden personalized."

And speaking of candles and lighting, **M. T. Hunter** stores on S. Woodward in Birmingham and 201 E. Main in Northville, have dozens of interesting, conversation-piece lanterns for the porch or patio, including pole stands with glass covers, \$26.25; wrought iron wall hanging candles with glass covers \$24.50; and hanging egg-lamp bulbs from \$67.50.

Four Seasons Garden Center in Oak Park features unique bent willow furniture creations from \$20, that will delight and charm garden visitors. Custom orders are available for benches, birdhouse poles, tables and trellises. Bent willow furniture was a familiar sight on the front porch of America until the late 1930s when modern furniture debuted.

The problem of placing a centerpiece on a table with an umbrella pole up the middle has been solved at **English Gardens**, West Bloomfield, Dearborn and Clinton Township. Wraparound planter boxes of terra cotta, ceramic or plastic fit snugly onto the pole base with room for plantings or silk arrangements inside, from \$24.95.

McFarland's Florist and Garden Shop, 28915 Grand River, Farmington, has stone garden markers, gardening hats and skirts.

If you need more inspiration for your patio paradise, visit the 5th Annual Landscape and Garden Show at Meadow Brook Hall in Rochester Hills, June 7-9. Admission is \$7 at the gate to view 21 picturesque gardens.

Setting the mood: European-style candles throughout the garden are replacing outdoor lighting, said Matt Twomey of M.T. Hunter in Birmingham and Northville.

Nordstrom: New '90s retail niches



Nordstrom hopes to provide Detroit with style and substance. When the Seattle-based retailer opens its first store in Michigan on Aug. 16, shoppers will be treated to several new retail experiences.

BY SUSAN DEMAGGIO
STAFF WRITER

It's not your mother's department store. It's not even your department store, if you're used to shopping locally. The new Nordstrom at the Somerset Collection in Troy, will provide its customers with state-of-the-art retail amenities customized for '90s lifestyles.

First consider Nordstrom's opening black-tie dinner dance which features a designer runway show to benefit several local charities. Next, look at the store's full lecture series which is bringing in names like Paula Zahn, Alexandra Stoddard and Elsa Klensch.

Where else in town will you enjoy the services of a body spa while your husband, a few feet away in the men's department, picks out a tie and then wanders into the adjoining pub for a sandwich and a peek at a televised bullfight?

The cafe on the third floor is certain to become a suburban hot spot with its wide windows overlooking Big Beaver and the pulsating cityscape below.

Throughout the store special accommodations for persons with disabilities include dual-level drinking fountains and telephones, automatic entrances, voice-activated elevators, and low trays at the register counters so wheelchair shoppers can see what they're signing.

Open drawer concepts in each department put cosmetics, apparel and fragrance within the customer's grasp. Strategically placed video screens show sporting events, music videos and cartoons. Family restrooms on each level have private nursing areas and diaper changing

facilities along with two level sinks. Shoppers who stop by the Concierge Desk will never hear, "You can't leave your packages." The parcel-laden can check coats, umbrellas and bundles, send a fax, book a restaurant reservation, call a cab, or borrow an umbrella, wheelchair or stroller.

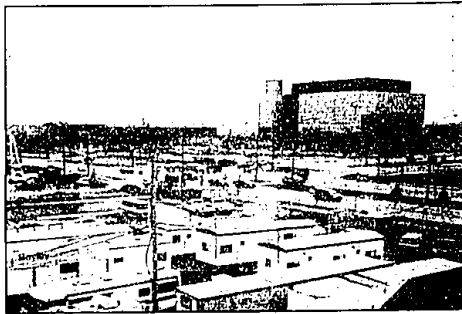
In the men's department, a shoe shine shop, spiffs up footwear for \$1.25 while you wait. A cup of Starbucks coffee in the any of the store's restaurants is 25-cents, just drop a quarter in the can on the honor system.

But the best amenity, in the fact that Nordstrom will not be under-sold. The store will match any other retailer's price at a customer's request.

Merchandise ranges from contemporary classics to couture. The value collection has the Nordstrom label, and the high end includes American and European couture. Last spring Nordstrom arranged to be the exclusive retailer of the Greta Garbo Collection. Pieces in the line are priced from \$250, created according to the specifications of movie star's heirs.

Spokeswoman Carol Gasper said Nordstrom is the midst of an aggressive expansion campaign opening stores in Michigan, Pennsylvania, Texas, Illinois, Colorado and California this year, and Bellevue, Washington, Long Island New York, West Hartford, CT and Beachwood, Ohio in 1997. Seven more stores are planned for 1998.

In 1995, Nordstrom sales topped \$4.1 billion from 80 stores in 16



Retail vistas: From the window of Nordstrom's third floor cafe, diners enjoy this view of a modern cityscape.

states. She credits the company's decentralized operating system for producing autonomous stores, each with unique merchandise that is tailored to the market.

"If a buyer finds a great product made in neighbor Sally's garage, that buyer can test market Sally's product line in a local store," she explained. "We've helped many minority-owned business get a start."

The gala to mark the opening, is expected to raise \$250,000 for projects of The Junior League and Links, on Wednesday, Aug. 14 from 7-10 p.m. At \$100 per person, tickets include a New York style runway fashion show, a buffet dinner by Opus One with full service bar on all levels, and dancing to the music of Peter Dinklage and his orchestra. Local jazz musicians Taslimah Bey Quartet will also perform.

Fresh flower arrangements by Jerry Earles of Bloomfield Hills will decorate the store for opening events.

Nordstrom will also host a Women's Economic Club Membership Reception, Aug. 12 from 5:30-8:30 p.m. featuring company president Dan Nordstrom discussing "Retailing in the 90s" and future midwest expansion plans. Tickets are available by calling (313) 953-5088.

To celebrate the opening with the community, a "Lifestyles Breakfast Series" brings television journalist Paula Zahn to Troy on Sept. 21; author/designer Alexandra Stoddard on Oct. 19; and CNN Style correspondent Elsa Klensch on Nov. 9. Interested shoppers can make reservation at the Concierge Desk, when the store opens. Tickets are \$10 for each 8 a.m. presentation, which includes breakfast and a fashion show.

Parisian pair plans activities to boost awareness/sales

BY SUSAN DEMAGGIO
STAFF WRITER

Sandy Woodring, new manager of the two-year-old Parisian Department store at Laurel Park Place, in Livonia, said business is so good the store has made the company's Top Five list.

"We're doing very well," Woodring said. "One by one, metro Detroit shoppers are discovering that Parisian offers convenience, and the merchandise they want at a great price."

Woodring said her goal is to increase community awareness of the new store in town, so within five years a second store could be added locally. She replaced opening manager Elliot Marcus who transferred south to another store in the Birmingham, Alabama-based chain.

Woodring and her husband are building a home in Canton. When she first arrived in Livonia from managing the Parisian store in Cincinnati, Woodring said everyone seemed surprised that "One, I'm a woman, and Two, I'm so young."

"But, I'm no newcomer to retail. I've worked my way up through the company since a college internship. I have a degree in merchandising and business management. I report directly to the two vice-presidents

and the owner, Donald Hess, I appreciate the freedom they've handed me to my job, run my own business."

Assisting in the effort to market Parisian, is Jane Bassett, director of promotions. Bassett stretches her time between the Livonia and Dayton, Ohio stores. Part of her job is to establish links between the store and the community.

In just a year, she's worked with the March of Dimes, Livonia Symphony, Children's Hospital and United Way. She most enjoys creating and commenting the store's numerous fashion shows.

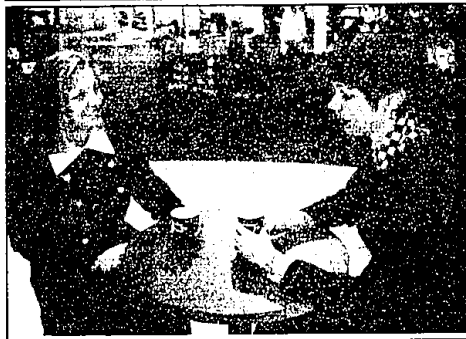
The next big store-wide event is Saturday, June 29 from 10 a.m. to 8 p.m. There will be trunk shows in each department and pros from Oasis Golf Center sharing tips and analyzing swings. Refreshments will be served from 1-6 p.m.

Parisian's credit department reveals the local shopper base comes from Farmington Hills, Novi, Garden City, Plymouth and West Bloomfield. Parisian shares anchor duties with Jacobson's at Laurel Park Place, Six Mile and Newburgh roads.

Direct inquiries to the Customer Service Department at (313) 953-7600.

Nordstrom Notes

- 260,000 square feet of family clothing, shoes and accessories.
- Tiles in the aisles of the Children's Department were created by area youngsters to raise \$6,500 for the Detroit Zoological Society.
- Company philosophy: Offer the customer the best service, selection, quality and value.
- Run by fourth generation members of the Nordstrom family.
- Founded in 1901 as a Seattle shoe shop, by partners John Nordstrom, a Swedish immigrant and Carl Wallin a shoemaker.
- 1963, Nordstrom purchased Best Apparel becoming a department store.
- Nordstrom's Rack stores serve as outlets, stocked with markdowns.
- Nordstrom's toll free number, 1-800-695-8000.



Dynamic duo: Parisian manager Sandy Woodring (left) and promotions director Jane Bassett (right) discuss business plans over coffee in the store's cafe.

Tuesday, May 28

ARTSCAPE EXHIBIT

Selection of art and sculpture for the garden and patio through June 30. Also, advice on adding art to a garden at **Objects of Art**, Orchard Lake/Maple, West Bloomfield. (810) 539-3332.

Thursday, May 30

COSMETIC CONSULTATIONS

Meet Kathryn Gordon, Chanel's national makeup artist, for one-on-one consultations. Appointments required. Saks Fifth Avenue first floor. Today only. Somerset Collection. Big Beaver/Coolidge. Troy. (810) 614-3363.

TRUNK SHOW

View the fall collection of Zelda fashions including suits, dresses and separates at Herh's through June 1 from 10 a.m. Informal modeling at Stage & Co. Restaurant.

The Boardwalk Plaza, Orchard Lake/s. of Maple, West Bloomfield. (810) 626-7776.

SPORTS COLLECTIBLES SHOW

Baseball cards, coins and stamps for show and

ADDED ATTRACTIONS

sale through through June 2. Lots of special merchandise and collectibles. Universal Mall, 12 Mile/Dequindre. Warren. (810) 761-3161.

Friday, May 31

JAZZ DUO

Dan Barasu and his guitar and bass jazz duo entertain 8-10 p.m. at Border's Books Cafe. 30995 Orchard Lake, Farmington Hills. (810) 737-0110.

Saturday, June 1

CUSTOMIZED TIES

Just in time for Father's Day, artist Jim Labadie returns to the Adams Collection to airbrush one-of-a-kind ties for unique gifts. 11 a.m. - 4 p.m. Silk ties in black or blue are \$75, complete with customization. Labadie works from pictures or sketches to reproduce company logos, car

emblems, portraits. Advance orders also available. 289 W. Maple, Birmingham. (810) 644-9224.

FASHION SHOW

"Summer Sizzle" at 1 and 3 p.m. near Jonathon Pub as Feminine Productions presents the hottest looks from all mall stores, plus drawings to win prizes donated by mall merchants after each show. Livonia Mall. Seven Mile/Middlebelt. (810) 476-1160.

FARMER'S MARKET

Plymouth Chamber of Commerce sponsors stalls with produce, flowers, cheeses, breads, crafts from 7:30 a.m. to 12:30 p.m. through Oct. 19. Kellogg Park, Ann Arbor Trail/Penniman. (313) 453-1546.

Monday, June 3

SENIOR CITIZENS DANCE

Monthly gathering of those who like to dance for fun and fitness. Event begins at 11 a.m. Coffee and refreshments served at 12:30 p.m. Dance ends at 1 p.m. Lower level Community Room. Westland Center, Wayne/Warren. (313) 425-6001.