

MALLS & MAINSTREETS

Monday, June 24, 1996

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SHOPPING CENTERED



Show your spirit in Olympic wear

BY LINDA ANN CHOMEN
SPECIAL WRITER

There's less than a month to go before the 1996 Centennial Olympic Games begin in Atlanta but already fans of all ages are showing their support for U.S. athletes by buying sports apparel from the *Authentic Olympic Games Collection*. From jackets to basketball jerseys and shorts, the largest offering of activewear ever was on the runway at the 1996 spring/fall Sporting Goods Manufacturers Association (SGMA) Activewear Fashion Show.

A portion of the proceeds from the sales of the official products manufactured under licensing agreements with Atlanta Centennial Olympic Properties (the marketing arm of the Atlanta Centennial Olympic Games) will not only help fund and stage the games, but also go to the U.S. Olympic Committee to support the U.S. Olympic Team. SGMA, said \$16.2 billion was spent on sports apparel in 1995.

The Sports Authority (Livonia, Waterford Madison Heights) carries one of the best selections of the sportswear designed in red, white and blue and marked with symbols like stars and stripes, the five Olympic rings, a flaming torch, and variations on the Olympic and Atlanta color waves. Along with jackets, jerseys, and shirts in sweat, tee, and polo styles, accessories on hand include golf balls, USA Nike water bottles, socks and sport bags. Starter jackets with an American eagle emblazoned on the back (\$109.96), USA Team basketball jerseys by Champion (\$49.96), and Starter T-shirts reading "It starts with a dream" (\$17.95) have been popular sellers.

"We feel the Games are going to be a big event because they cover a gamut of sports from rowing to gymnastics. And with the Olympics right here in Atlanta, we're going to take home the gold in as many categories as possible," said district manager Gary Whitley. "Since Detroit is a very driven, USA town, and since as an entire company we pride ourselves on being the Sports Authority and promoting participation in all sports, we committed ourselves to this merchandise in a big way."

According to Whitley, The Sports Authority management is not worried about purchasing too much merchandise because whatever doesn't sell will be shipped down to the stores in Atlanta where Olympic fever is hottest. "Each week, as media coverage of the event grows, sales turn upward. We are already reordering items," he said.

At Bloomfield Sports & Rec, manager Jeff Grady agrees with Whitley and forecasts that sales of T-shirts, jackets, hats, and polo shirts manufactured by Champion and Speedo for the Olympic Games Collection will be in full swing in the weeks to come. These items are \$14.95 to \$100. Mike Odell's best sellers at Playball Sports Co. in Westland are hats, jackets, T-shirts, and Flo-Jo wear named after the female sprinter, Florence Griffith Joyner. "Sales have just started picking up and merchandise is selling very well," Odell said.

Sports Image, formerly The Basketball Court, in downtown Farmington is offering a wide array of basketball style hats including ones athletes will wear on the victory stand (\$14.95-19.95). But, owner Carl Thomas said his sales of sports apparel, licensed by the Detroit Red Wings, continue to score higher than Olympic merchandise.



Bendel's Troy store will copy New York



BY SUSAN DEMAGGIO
STAFF WRITER

In the 1940s and '50s, "New York women flocked to Henri Bendel because they knew in the environs of his shop they would find the energy, sophistication and chic that had come to be the mark of this visionary retailer."

Bendel's hopes Michigan women will do the same on Aug. 16, when the venerable retailer (an independent division of The Limited, Inc. since 1985) opens its first store in the state at the Somerset Collection, North in Troy.

Bendel's will be located on the second level of the mall next to Nordstrom. The New York store's signature brown-and-white striped element will be incorporated throughout the decor as wallpaper and furniture fabric. Bendel's Troy, and its soon-to-open sister, in Paramus, New Jersey, were designed to copy the residential feel of the Fifth Avenue townhouse which is the flagship store.

The 12,400-square foot, single-level store at Somerset North features a glass portico entrance that opens on The Gilded Cage, Bendel's famous cosmetics department. Makeup companies like Trish McEvo, Bobbi Brown, Laura Mercier and M.A.C. were launched there. Shoppers will also be able to enter the Henri Bendel signature sportswear area from a second entrance.

Henri Bendel shoppers will also discover the Frank McIntosh home department, a "distinctly eclectic viewpoint of decorative accessories for the home" as well as The New Creatures Shop, which is the focal point of the store. New Creatures features a "provocative assortment of young designer collections slightly altered to fit the demands of the Troy market."

Here you'll find items from the collections of Patrick Cox, JPG by Jean Paul Gaultier, Todd Oldham and Look by Marc Jacobs. Two collections of Detroit native Anna Sui will also be included. Recognize the newest names: Tocca, Chalken & Cane, and Hill Stuart.

The Designer Collections department features Zoran, the company's staple, Issey Miyake, Ann Demeulemeester and Steven Slakay, another Detroit native, whose first collection debuted at Bendel's New York City store.

"There are no specialty stores of our size that cater to the upper-end market," said

Ted Marlow, president of Henri Bendel. "By creating these stores with the ambience of the Fifth Avenue flagship, we can expose more people to the Bendel's experience."

Ellin Saltzman, fashion director of Henri Bendel and vice president of fashion for the Limited, Inc. came to Troy recently to describe the store's direction with the press.

"The Somerset Collection location matched what we hope to do," she explained. The anchors (Nordstrom, Neiman's, Saks Fifth Avenue and Hudson's) matched our goals. It's a winning situation all around."

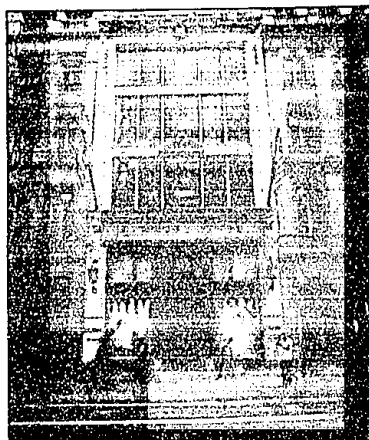
She described Bendel's target customer as "the lady who is about 25 years and older, affluent, time poor, drives a very good American car, and has two children about ready to leave the nest. She is a fashion leader who appreciates our highly-edited assortment of American and European designers. Bendel's hopes to surprise, delight and seduce her."

It's Saltzman's job to set the fashion direction at Bendel's as the company rolls out plans for 60 locations across the country. She is married to interior designer Renny Saltzman, the mother of a grown son and daughter, and recently, a grandmother. She brings a life-long fashion background to her position, working at Glamour magazine, Saks Fifth Ave., Macy's and Bergdorf Goodman. She joined The Limited, Inc. in 1994.

Saltzman said Bendel's has created its own best-selling product, a private label 100-percent Merino wool sweater available in 48 colors, long and short-sleeved, with various neck designs, \$68-\$88.

Her forecast for fall includes fitted, one-piece jumpsuits, the return of the long, slim maxi coat, colored, textured hosiery, gold jewelry, velvets for daytime, and lycra garments "that travel, fit and feel so much better than the old lycra."

"Bendel's will also be a sea of color," she advised. "It's not just black here."



Live from New York: Henri Bendel's Somerset Collection store opening Aug. 16 in Troy, will feature many of the amenities of the flagship store in New York City.

Bendel's history is a legacy of fashion

*Henri Bendel was born in 1858 in Lafayette Louisiana.

*He began his retail career as a milliner in 1900 with his first shop in Manhattan's Greenwich Village.

*In 1906, he moved uptown to Fifth Ave. becoming the first retailer to open shop on 57th Street, settling into his renowned address, 10 West, just prior to W.W.I.

*His signature brown-and-white awnings were designed by Bendel himself.

*Bendel's shoppers were discerning and stylish. Sales associates were expected to know them by name and remember recent purchases.

*Bendel's became a department store when Henri created a fragrance

10 West, and began selling shoes, lingerie, sleepwear,

young women's clothes and scented candles for home.

*He wardrobe hundreds of performers and society women and penned a fashion column.

*In 1985, The Limited acquired Henri Bendel and opened three additional stores in Columbus, Ohio; Chestnut Hill, Mass.; and Chicago.

*In 1991, Bendel's moved its flagship Manhattan location around the corner from its original site to 712 Fifth Avenue, between 56th and 56th Streets. By converting three townhouses Bendel's acquired four times the retail space. The store is fronted by original Lalique carved-glass windows discovered during the renovation.

*During the years following W.W.II, Bendel's evolved with the times.

*In the 60s/70s Bendel's introduced Stephen Burrows, Zoran, Zandra Rhodes and Mary McFadden.

ADDED ATTRACTIONS

Aug. 1 in Municipal Park behind city hall. Complimentary. 8th Street/Pine Downtown Rochester. (810) 566-0060.

TRUNK SHOW
Preview Su.Zen's fall line of jackets, skirts, jumpers and sweaters, all made of natural fibers. Meet representative Cle Woodring through June 29 at Rox & Sherm. Bloomfield Plaza. Maple/Telegraph. (810) 855-8877.

BEGINNER GOLF CLINIC
Detroit Sports and Rec presents Scott Leighton 7-8:30 p.m., demonstrating proper grip, stance, posture, and swing. Drawings and giveaways. Complimentary. 39453 Ford. Canton. (313) 981-0813.

FAMILY NIGHT
William Schuler, magician, presents "Magic in Reading." 7 p.m. Center Court. Westland Center. Wayne/Warren. (313) 425-6001.

BARBIE SHOW
Barbie displays with appraisers available to evaluate older dolls 10 a.m. to 9 p.m. Meadowbrook Village Mall. Walton/Livonia. Rochester Hills. (810) 375-9484.

LILY SHOW
Presented by the Michigan regional Lily Society in Center Concourse area through July 30 noon to 9 p.m. on Saturday, noon to 4 p.m. Sunday. Laurel Park Plaza. Six Mile/Newburgh. Livonia. (313) 442-1100.

FUN WITH DINOSAURS
Borders Books hosts Dinosaur! 11 a.m. Dino Trek brings Jurassic Science program, also scavenger hunt with prizes. Ages 5-12. Free event. 50995 Orchard Lake, Farmington Hills.

(810) 737-0110.

KIDS FUN

Geri Green with Music and More, 11 a.m. Border's Books' children's department. 13 Mile/Southfield. Birmingham. (810) 644-1515.

FOCUS ON ABILITY SHOW

Annual display of products, services and resources available to persons living with disabilities. 10 a.m. to 9 p.m. Livonia Mall. Seven Mile/Middlebelt. (810) 476-1160.

GOLF PROMOTION

Parlarian Department Store hosts day-long trunk shows, gifts-with-purchases. Golf pros from Oasis Golf Center offer computer swing analysis and tips. 1-5 p.m. Refreshments 1-6 p.m. Laurel Park. Six Mile/Newburgh. Livonia. (313) 953-7605.

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) 453-1640.

Monday, July 1

SENIOR DANCE

Senior citizens invited for fun and fitness when the band strikes up at 11 a.m. Coffee and refreshments served at 12:30 p.m. Dance ends at 1 p.m. Westland Center. Wayne/Warren. (313) 425-5001.

ESTATE JEWELRY COLLECTION

Neiman Marcus' 4th annual traveling estate jewelry collection through July 13, 10 a.m. to 5 p.m. in the Precious Jewels Salon, first floor. Collection features art deco, art nouveau, retro, Edwardian and late Victorian one-of-a-kind pieces from \$500. Somerset Collection. Big Beaver/Coolidge. Troy. (810) 643-3300.

Information for this week-long calendar of shopping center events and promotions should be submitted for Monday publication by the preceding Wednesday. Send the facts to: Malls & Mainstreets, c/o The Birmingham Eccentric, 805 E. Maple, Birmingham, MI 48009. Or fax Susan DeMaggio, Editor at (810) 644-1314.

Monday, June 24

PUPPET SHOWS

"Goldilocks and the Three Bears" Monday-Friday 11, 1, 3 and 7 p.m. Saturday 11 a.m. and 3 p.m. Sunday 1 and 3. Meadowbrook Village Mall. Walton/University. Rochester Hills. (810) 375-9451.

TRUNK SHOW

Saks Fifth Avenue hosts special-order collection with representative Murphy Lewis. Informal modeling 11 a.m. to 4 p.m. Designer Salon. Second floor. Somerset Collection. Big Beaver/Coolidge. Troy. (810) 614-3317.

Tuesday, June 25

READING PROMOTION

Each Wednesday through July 31, mall hosts summer reading program in center court at 10 a.m. Kids can earn prizes and hear childhood classics. (313) 425-5001.

SHOPPING EVENT

Four-day shopping festival to introduce MacKenzie-Childs housewares in Detroit at Little Foxes gift shop next door to the Fox Theater. Complimentary scones, muffins and cookies served with lemonade, iced tea, coffee and hot tea from any outdoor canopy erected for the event. Free parking on Columbia in between the Fox and State Theaters. Complimentary on the hour tours of the Fox. 11 a.m. to 6 p.m. through June 29. 2211 Woodward. Downtown Detroit. (313) 963-8202.

Thursday, June 27

MOVIES ON THE PARK GREEN

Every Thursday from 7:00-9 p.m. through