

# Clothing store is no infant, 18 years old

BY LAURIE HUMPHREY  
STAFF WRITER

If changing business locations is anything like giving birth, then this store has a step up on other baby and maternity shops.

The store, baby and me, has spent one year at 4301 Orchard Lake in the West Bloomfield Plaza, south of Maple. The 18-year-old business started however, in Southfield, as the first children's/maternity store. Then it moved to Farmington Hills, then to West Bloomfield before finally settling in the current location. Now, the store features only children's clothing.

Specializing in everything from layettes to

merchandise for children up to six-years-old, customers can find what they need Monday through Saturday from 10 a.m. to 6:30 p.m. and Sunday from 10 a.m. to 5 p.m. A staff of 15 stand ready to assist customers.

And during the West Bloomfield sidewalk sale, babe and me employees will stay open later on Thursday - until 8 p.m.

"We have a wonderful selection of merchandise for boys and girls," said Lorotta Globerson, business partner with her cousin, Rita Neff. "In addition to magnificent selection, we have unique things, and an everyday discount of 20 percent on a lot of our items."

On top of the everyday

20 percent discount, select children's short sets, dresses and socks will be marked down. Savings at the sidewalk sale extend up to 75 percent.

All store items are brand new, major brand names.

"We try to have things people can't get in the department stores," said Globerson, "like the special service."

An example of their special service can be found in their waiting list. Store employees maintain a list of names for those who wish to be contacted as soon as the next season's merchandise arrives. Employees also provide special order service and custom-made merchandise for desirous customers.

For example, "we sell bedding that matches from the crib to the child's first bed," she said. "Some kids get attached to the colors and want the same thing."

News of their quality merchandise and service has drawn customers to the 25,000-square-foot store from St. Clair Shores, Dearborn, Inkster and even other states.

"We have people from out-of-state calling in orders," said Globerson. "Some had bought from us before and some were given gifts."

Another trend Globerson has noticed is "that a



Umm, I don't know: Four-year-old Emily Neff just isn't sure whether she looks better in vertical stripes or horizontal.

lot of customers come back year after year." She has even seen a handful of second generation customers.

Prices for the merchandise range from under \$20 to over \$100, "but I try to stay in \$30 - \$40 range," she said.

During the sidewalk sale however, some things will be going down to a dollar.



Fit to please: Employees at baby and me are prepared to fit any child for a reasonable price.

## Gift store caters to the 'unique' crowd

BY LAURIE HUMPHREY  
STAFF WRITER

If you as a consumer are looking for the status quo, then there is at least one store you don't want to visit in West Bloomfield. On the other hand, if you seek the unusual, Ed Molkin could have your answer.

"If we have something on our shelves that other people have started to sell, we'll take it down," emphasized Molkin, proprietor of Marmel Gifts. "You could literally come in for a different thing every day of the week."

**"If we have something on our shelves that other people have started to sell, we'll take it down."**

*Ed Molkin  
proprietor*

Road, south of Thirteen Mile, Molkin's store offers a little of everything from stationery to pottery to pens to ceramics to baskets to educational gifts.

And a little bit of everything is what people will find outside Marmel Gifts for 30-75 percent off during the West Bloomfield sidewalk sale.

"During the sale, we'll be open the whole week at 9 a.m.. We'll sell stationery, ceramics, toys and arts and crafts." Select Disney merchandise will also be discounted.

Catering to customers for 15 years from his 4200-square-foot store, Molkin said "we pride ourselves on what we select from each part of a

line." He added that the pride of ownership doesn't stop there however. "We have two full-time artists who can personalize anything." He offered children's furniture as an example.

"We sell these wooden rocking horses. The artists will personalize the child's name and birthday right on the rocking horse," he said.

Open from 10 a.m. to 6:30 p.m. Monday through Saturday and closed on Sunday, Molkin said his staff artists can personalize almost anything, giving it a "Marmel look". Also carrying forth