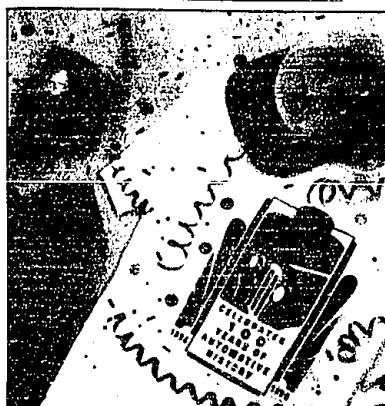


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Retail Details features news briefs from the Malls and Mainstreets beat. To be included, send information to: Retail Details, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009, Or fax: (810) 644-1314.

PARISIAN IN MERGER

Parisian Department Stores (with a sole Michigan location at Laurel Park Place in Livonia) announced a merger with Profit's Inc., another retail specialty chain based in Alcoa, Tennessee. Parisian, owned by the Hess Family of Birmingham, Ala., will continue to operate stores under the Parisian name, but with the combined resources of Profit's and its two divisions, McRae's and Younkers. Michigan has a Younkers Department Store at Birchwood Mall in Port Huron.

For the latest 12 months ending May 4, 1996, Parisian's sales totaled \$674.6 million from 38 stores throughout the south.

R. Brad Martin, CEO of Profit's said "Parisian will afford Profit's an additional vehicle for growth similar to the roles which the Lord & Taylor and Bloomingdale's divisions play in May Company and Federated organizations."

OH BOY! IT'S OSCAR!

Saks Fifth Avenue is bringing Oscar de la Renta to town July 30-31, with his fall collection, the feature of the "Under The Stars XVII" patron reception at the Detroit Art Institute, Tuesday, July 30 beginning at 6:30 p.m. de la Renta will also greet customers in the Troy store at the Somerset Collection, Wednesday, July 31 from 10-10:30 a.m. in the designer studio on the second floor. The collection will also be presented July 31 and Aug. 1 from 10 a.m. to 6 p.m. at Saks.

Patron tickets for the DIA Benefit Gala and de la Renta reception are \$400 each, and also include attendance at Under The Stars XVII, Saturday, Nov. 9. For more information call (810) 614-3317.

BIRMINGHAM ORGANIZES FALL SPECTACULAR

Downtown Birmingham's 7th Annual Fall Spectacular, a fashion gala, silent auction, gourmet tasting and benefit for the Pediatric Cancer Survivors Scholarship Fund of William Beaumont Hospital, is under way. The date is Wednesday, Sept. 11 beginning at 6 p.m. under tents behind the Townsend Hotel. Jim Harper from WNIC radio will again emcee the event. Tickets are \$25 each. Patrons \$100 each, available at participating shops in downtown Birmingham. Merchants are being asked to supply auction items and volunteer their services. Contact Rhonda Verona (810) 352-7779, for more details.

CROWLEY'S BENEFIT

Crowley's teamed up with Helping Hands for Children and Tamaroff Dodge for a classic car raffle to benefit young patients of the University of Michigan Burn Unit. Tickets are \$25 each, or 10 for \$200, to win a 1996 Dodge Viper. Neon Sport and Neon. The drawing takes place Saturday, Aug. 10 at 2 p.m. at U of M Hospital. Crowley's is contributing an autographed Andreotti anthology and sweatshirt plus an autographed Andreotti hats and t-shirts. Tickets are available by calling 1-888-WIN-VIPER.

PERSONNEL CHANGES

JFRA Architects/Peterhansra Design of Southfield, has added several architects to its staff: Roman Bonislawski of Royal Oak; David Chui of Windsor; Bryan El-Zoghby of Rochester Hills; and Jeff Forwood of Royal Oak. Also, Constance Crump of Ann Arbor, was appointed marketing director. JFRA is an internationally known architecture and planning firm.

QUALITY AWARD

Gourmet Coffee Roasters of Walled Lake will receive the Industrial Product of the Year award by the Small Business Association of Michigan. The award is for the company's development of the Java Master In-Store Micro Coffee Roaster, invented, designed and built in Walled Lake. This item is used in upscale super markets and coffee shops to roast up to four pounds of coffee in five minutes. For more information, contact company vice-president Bob Kosutic at (810) 478-0540.

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Neiman's reveals: How to shop a sale

By SUSAN DEMAGGIO
STAFF WRITER

We're in the midst of summer sale-time and every mall and main street retail district in town is drastically slashing prices to clear out merchandise to make room for fall.

If your neighborhood shops haven't held their annual sidewalk sales yet, be assured they are coming up this week and next.

Neiman Marcus in Troy began its "Last Call" sale July 18, and the store's personal shopper Judy Ivey used the occasion to present "How to Shop A Sale" to members of the Detroit Fashion Group.

"It's a good time to fill in the gaps of your wardrobe, the shelves in your linen closet, and maybe pick up something in the decorative arts for the empty spot on the dining room table or mantel," she advised.

She said successful sale shopping is contingent upon "doing your homework" before you hit the stores.

Timely tips

• First, to avoid impulse buying or straying from your budget, look through your closet and make a list of what you need. Do you have a jacket you don't wear because it needs a skirt or pants? Do you have slacks that you'd wear more often if you had the right sweater? Remember to consider the closet up north and the condo closet in Florida, too.

Next, do the same for the closets of your husband and children, listing wardrobe gaps.

• Consider your events calendar. What are the special occasions coming up that you might need a new dress or pair of shoes for? Add these to your list. It

would be great to buy any necessities on sale.

• Set a budget for peace of mind. Come up with a ball park figure of what you can spend and stick to it.

• Dress comfortably and simply, so you don't get tired trying things on. Also, bring along a pair of dress shoes to get the right effect when trying on occasion clothes.

• Relax, plan time to stop for lunch or tea.

• There are some don'ts to shop as well. Don't shop with a friend. You'll only confuse and distract yourself with second opinions.

• Don't impulse shop. Always look for things that make sense in your wardrobe.

• Don't overdress. The key to successful bargain hunting is to remain comfortable and untroubled.

Resale shopping expert Jackie Greene of Garden City listened carefully to Ivey's thoughts, and then browsed through Neiman Marcus' sale items, some discounted 65-percent.

"She's right," Greene said.

"The best bargains come from acquiring garments on sale that you need and wear often. But to this resale shopper, even a Donna Karan dress at \$640 from \$1,600 is still expensive."

Fall forecast

Ivey also presented a brief look forward to autumn, advising sale shoppers to watch for season must-haves like black turtlenecks, deep jewel-tone garments, solid pumps, and anything in matte jersey—the evening fabric of Fall '96.

"It's another good year for coat styles, too," she predicted.

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