

MALLS & MAINSTREETS

MONDAY, Sept. 9, 1996

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SHOPPING CENTERED



Leggy looks: These autumn separates from Jantzen are complimented by roll-crow anklets over tights which add a sporty touch while keeping toes warm.

Fall legs: Color and texture rule!

By LINDA ANN CHOMIN
SPECIAL WRITER

The New York Times reports that between 1987 and 1995, the number of women with memberships at gyms in the U.S. rose 108 percent to 7.68 million. It's no wonder shapely legs take on high voltage looks this fall!

"Burgundy mixed with red is a hot color this season as well as bottle green, plum and eggplant. Wear these colors as an accent if you have a black suit," said Anne Clark, owner of Fogal at the Somerset Collection South in Troy.

There's a mixing of texture today; women are wearing a tweed suit with fishnet hosiery. The nude leg is still big. This summer women got used to experimenting with different stocking styles. Fogal, a Swiss hosiery manufacturer since the 1920s, offers more than 130 colors and 100 different styles of leg wear. Even their nude hosiery has a little shimmer. To accent a black suit try layering a fishnet over an opaque color of your choice, preferably to mirror your blouse. Or how about adding pizzazz with black hosiery hand-embroidered with a red and gold floral pattern (\$269)?

"A lot of women are focusing on hosiery now because there's more to choose from. If you can't find your color here, you probably won't find it anywhere," boasted Fogal manager Cherie Cunningham. "Show your skin a little. For day, it's black with lots of shimmer, for evening it's black with Swarovski crystals running in a seam down the back (\$210)."

For anytime, Cunningham recommends lamb-swool tights in a tweed pattern (\$105) to wear with a bulky sweater. Beige cashmere tights (\$301) make a great gift from yourself or someone else when matched with a cashmere bodysuit (\$550).

"It's a total look. You just add your suit and that's it. It's easier dressing," said Cunningham. Fogal's new fishnet thigh high called Can-Can (\$22) brings to mind Henri de Toulouse-Lautrec's posters of Moulin Rouge dancers. Garter belts and stockings are growing in popularity after declining with the invention and perfection of pantyhose. Many soon-to-be brides are buying the ivory all-in-one garter belt and stockings for \$75, said Cunningham. Fogal's Linoges (\$63) is the finest matte finish sheer I've ever felt. It not only feels good on your leg but looks great.

"Fogal's mentality is - it's makeup for your leg," Cunningham said.

Conservative takes a walk on the wild side at Saks Fifth Avenue. Rows of nude tights and black dominate the Wolford, Calvin Klein, Ellen Tracy, and Ralph Lauren hosiery bins because clientele demands it, according to assistant manager Nydia Lund. Socks are classic angora, Icelandic, wool and chenille. However, hosiery and socks in New York designer Donna Karan's lines go wild with color.

"Donna Karan's new colors for fall are citrine green, zircon orange, sapphire and mahogany. Remember how popular these colors were in the 70s? She follows through with socks. They're fun. Classic ribbed shorties by DKNY in red, muscat, orange and peabody yellow, can be worn with a patent leather shoe or classic chanelle loafer. The nice thing about adding the latest hosiery or socks is you don't have to wear a whole new outfit," Lund beamed.

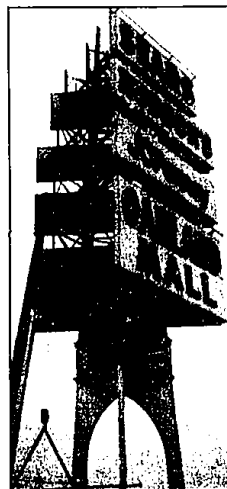
Nudes (\$13.50-\$17) are also hot at Saks. "We have to pull people out of Donna Karan. The nudes continue to be very strong. They come in seven different colorations to match them up to your skin. They're the lightest and the finest socks. They premiered last summer. I sold 19 pairs while I was stocking the shelves."

Anne Clark offers a few tips for extending the life of hosiery: "Wearing cotton gloves (while putting on your stockings) is the best way to preserve your hose. Wash stockings in cold water. Turn them inside out and put them inside a lingerie bag before hanging them to dry."

Basic black:

Still a wardrobe staple, dark hose adds panache to fall outfits. These are by Honors at Target, \$2.49.

Oakland Mall dedicates two new signs



Then and now: The 30-year-old sign at left had become an eyesore for the mall, the city, and passersby. Everyone's thrilled with the new version featuring a bronze-finished steel clad base with illuminated store names, and a series of concentric circles that repeat the architectural motif of the mall's curved entrance.

I-75 motorists can relax once again - Oakland Mall launched its new sign on Aug. 29, and folks can resume setting their watches and noting the temperature as they pass the 75-foot high electronic pylon near 14 Mile.

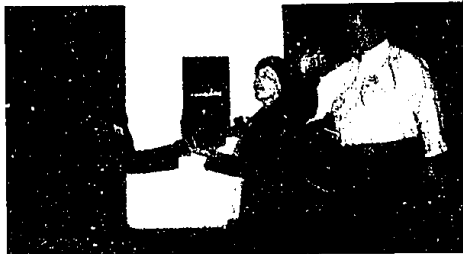
Troy Mayor Jeanne Stine threw a switch illuminating the \$300,000 landmark, while hundreds of youngsters from the mall's Giggle Gang placed a time capsule full of 80's trinkets into the base for posterity. Their names are being etched into a plaque that will hang near the bottom of the pylon.

Music and refreshments fueled a parking lot tent party until 10 p.m.

One of the tallest signs in Michigan, Oakland Mall's pylon was created by Warren Sign Systems. It stands 75-feet, 2-inches high and is 25 feet wide. Its sister, a mere 45-feet tall, sits on the other end of the mall facing John R. The 1985 original sign by Acme-Wyley Signs of Chicago, marked the first time Sears and Hudson's ever appeared together on a shopping center beacon.

The new signs will "help reflect the mall's vitality and its responsiveness to customers," according to consultant Ken Smith of the Key Marketing Group of Waterford. He said the mall's emphasis on being a family-oriented center means Oakland Mall may be immune from niche competition that emphasizes only the affluent shopper.

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The Big Switch: Troy Mayor Jeanne Stine (center) flips on the lights of Oakland Mall's new pylon with smiles from mall co-owner Douglas Mossman (left) and Sears manager Peary Pearson.

City's fashion show benefits cancer stars

By SUSAN DEMAGGIO
STAFF WRITER

It's important to attend downtown Birmingham's fashion benefit Wednesday night and John Telles can tell you why.



Urban chic: From left: Wendy Pollack of Detroit models an outfit from Caruso Caruso, Jennifer McGrath of Troy wears jacket/jeans from It's The Ritz, Wendy Schaffer of Highland sports funky threads from Frankie & Debbie's.

The 24-year-old chemistry major at Wayne State University owes his upcoming junior year in part, to the scholarship money he received as a pediatric cancer survivor. The scholarship funds come through Beaumont Hospital from Birmingham's annual Fall Spectacular.

"There was a time when we thought we would lose John," his mother said during a pre-benefit party, "but he made it and we're elated. We're so happy to have him now. The scholarship is so wonderful. It came as a blessing."

Birmingham's retailers adopted the pediatric oncology ward at Beaumont Hospital years ago and work long and hard to produce the fall scholarship benefit which includes a silent auction of donated goods and services, entertainment, tastes of the town's 20 restaurants, a hour-long fashion production and a desserts and coffee afterglow.

Ticket tips

Tickets are \$25 each presale, \$35 at the door, patrons \$100, sold in shops throughout the business district. The Wednesday, Sept. 11 event gets under way at 6 p.m. "under elegant tents behind the Townsend Hotel."

Chairpersons Richard and Debbie Astrein of Astrein Jewelers, said the event is an outpouring of generosity from independent merchants who donate from the heart.

"It's one thing when a major company underwrites an event, or a

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Richard Astrein,
Chairman

mall spends marketing funds to host a benefit, but it's quite another to go to individual businessmen and women and ask for merchandise and cash donations. Yet that's what happens here," Astrein said.

Dr. Charles Main, chief of Pediatric Hematology/Oncology at Beaumont Hospital came up with the idea of a cancer survivors scholarship noting that due to frequent hospitalizations for chemotherapy and treatment of infections, it is very difficult for young patients to maintain their grade point averages during high school. Working to earn college tuition is almost impossible.

"They deserve a break," he said. "They're wise beyond their years because of what they've been through. And they're mature. They make excellent students."

Main said he expects to award 11 scholarships at the Fall Spectacular.

thanks to the sponsors and guests of the Birmingham Fall Spectacular.

All Star line-up

Jim Harper, of the Breakfast Club on WNIC radio, will emcee the event. Fashions will be provided by

Jacobson's, Adamo/Nicole Miller, Basic Goods, Caruso Caruso, Ceresnie & Offen Furs, Edward Dorian, Fittigues, Frankie & Debbie's Furs by Robert, Hansel & Gretel, It's The Ritz, Kathryn Scott, Kiddywinks, Linda Dresner, Lisa Parks Knits, Maxwell R. DeLaure Clothier, Shades Optical, Sherman Shoes, Tender, The Claymore Shop, Thom Leffler, Timbuktu, Urban Walker, Hairstyles by Antoni, Kennice Bashar, Salon Sydney and 90th Floor.

Auction action

Some of the 150 auction items include an XJ6 Jaguar Sedan for one year (owner's choice of color), a sheered beaver fur by Robert Grosvenor, two-second trip tickets to anywhere in the U.S.

"It takes tons and tons of time to produce an event of this quality," said Tracey Toepf of It's The Ritz, "but we do it for the kids, always the kids. And with me, it's also very personal. My nephew, new in remission and entering the second grade, was a patient at Beaumont. Before he could walk, he was in the fashion show. When he was three, he became a patient. You just never know."

Last year the Fall Spectacular raised \$50,000 for the cause. The town hopes to surpass that record this year.

For information about the scholarship or the event, please call (810) 258-0226 or (810) 642-5353.

ADDED ATTRACTIONS

Sportswear Collections

Saks Fifth Avenue hosts reception and fashion show beginning at 6 p.m. with reps from Ellen Tracy, DKNY, Isaac Mizrahi, Calvin Klein and Versace. Reservations suggested. Somerset Collection South. Big Beaver/Coolidge. Troy. (810) 614-3349.

Photography Exhibit

Bloomfield Plaza's mall serves as an exhibit hall for the works of Mark Stadler who specializes in dance photos, through Sept. 19. Shoppers can meet the exhibitor at a reception, Sept. 14 at 7 p.m. Bloomfield Plaza, Maple/Telegraph. (810) 649-6500.

Pettite Fashion Show

The latest Lix Claiborne petite collection is modeled for Hudson's shoppers 1 p.m. Second floor. Somerset Collection North. Big Beaver/Coolidge. Troy. (810) 816-4000.

Saturday, Sept. 14

Health tests

American Heart Association co-sponsors free blood pressure screening 11 a.m. to 2 p.m. near Montgomery Ward. Repeated on Sept. 28. Wonderland, Plymouth/Middlebelt. Livonia. (810) 644-1515.

(313) 622-4100.

Art Auction

Pontiac Oakland Society of Artists join Jacobson's and the Great Oaks Mall to present a multi-media auction to benefit the Michigan Aids Prevention Program beginning at 6:30 p.m. at the Art Gallery within the mall. An exhibit commemorating the event will run through Sept. 22 at the mall. Tickets are \$20 in advance, \$25 at the door.

Great Oaks Mall. Livonia/Walton. Rochester Hills. (810) 650-1686.

Rose Show

Detroit Rose Society exhibits prize collections through Sept. 15 in the center concourse. Laurel Park. Six Mile/Newburgh. Livonia. (313) 462-1100.

Farmers Market

Both downtown Farmington and Plymouth have small produce, bakery and craft stands from the morning until afternoon each Saturday in the heart of their business districts until late October. (313) 453-1540.

SATURDAY, SEPT. 14

Kids program

Bordars presents Stellaluna, the tale of a fruit bat who loses her mother, 11 a.m. Children make a Stellaluna craft following the story. On Sunday, Sept. 16 at 1 p.m. professional story tellers Sue Cresson and Deena Vanetta return with books by Robert Munsch. 13 Mile/Southfield. Birmingham. (810) 644-1515.

News of special events of interest to shoppers is included in this calendar. Send promotion information to Mall & Mainstreets, c/o Birmingham Eccentric, 805 East Maple, 48009; or fax (810) 644-1314. The deadline is Wednesday at 5 p.m. for publication on Monday.

MONDAY, SEPT. 9

Puppet Shows

"The Reluctant Dragon" daily through September in the mall's puppet pit, 11 a.m. 1 and 3 p.m. Sunday at 1 and 3 p.m. Meadowbrook Village. Walton/Adams. Rochester Hills. (810) 375-9451.

WEDNESDAY, SEPT. 11

Walkers Meeting

Guest speaker Wayne Tanner 9:15 a.m. Lower level community room. Newcomers welcome. Mall is open for fitness walking each day beginning at 7 a.m. near Olga's. Westland Center. Wayne/Warren. (313) 428-5001.

THURSDAY, SEPT. 12

Sports Collectibles Show

Baseball coins and cards for show and sale through Sept. 15. Tiger pitcher Richie Lewis signs autographs Sept. 14 noon to 2 p.m. and Toronto Mapleleaf and Hall of Famer Johnny Bower, Sept. 15 from 1-3 p.m. Center Court. Wonderland Mall. Plymouth/Middlebelt. Livonia. (313) 622-4100.