

MALLS & MAINSTREETS

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SHOPPING CENTERED



A shop of her own: Carol Herdegen hangs her latest collection of styles from Madeleine in her home boutique.

Home becomes a fashion salon for selling Madeleine

BY SUSAN DEMAGGIO
STAFF WRITER

Four weeks a year, the basement of Carol Herdegen's Bloomfield Hills home is transformed into a high fashion salon.

Tables are covered by fabric swatches and order books. The walls hold racks of sample garments. The bathroom becomes a fitting room for a steady stream of professional women who arrive to take advantage of the private, home shopping experience.

Herdegen is one of four Michigan women who sell Madeleine, an exclusive European bridge collection known for luxurious fabrics, precision workmanship and couture-inspired business and casual designs.

"I was recruited by the company because I was a good customer and I appreciate the Old World craftsmanship that goes into clothing made in Europe," Herdegen said. She explained that as the wife of a GM executive "stationed" in Germany for 18 years, she and her three children acquired many European tastes.

"A few years ago Madeleine was looking for reps to sell the line which previously was only available through catalog. I could have my own boutique, a clothing discount, and be self-employed. How could I say no?" she laughed.

"Twice a year we (sales reps) fly to the company's U.S. headquarters in Chicago for training and fashion seminars. We learn things like how to measure clients for custom fits, the different steps involved in manufacturing our jackets, and the unique properties of our fabrics."

Home trunk shows are the forte of lines like French Rags, Don Kaster, and now the very European Madeleine.

Herdegen pointed out that because Madeleine is so responsive to its customer's concerns, a new line of knitwear especially for American women, MRK Knits, was introduced this season. The merino wool blend used for the clothing makes it crease-free, perfect for travel. And customers can order the collection in 25 different colors.

She enumerated the company's other coups.

- Madeleine belts are sold by size, 6-18.
- Clothing lengths are available in one-inch increments.

- Pockets can be seen or camouflaged.
- Most styles are a year ahead of American collections.

Representatives personally deliver orders and make returns for their customers.

"I can offer a woman very private, very customized wardrobe service at her convenience," she said. "This is investment dressing at its finest."

Jacqueline Fleming of Scotland, stopped by to check out Madeleine's fall collection. Her husband recently transferred the family to Michigan on business.

"These clothes are very classic and top quality as far as fabrics and tailoring go," she said. "I prefer a choice of color and combination when dressing, and you get that here."

Fleming left promising to think about the \$495 wool and cashmere tailored brown blazer she left behind.

Herdegen said her favorite outfit in the 216-piece fall line, is the black jacket dress made of crepe fabric, "a woven, high-twisted crepe fabric that is crease-resistant." The dress is precision tailored and couture cut, a timeless addition to any wardrobe. The two-piece garment sells for \$750.

Madeleine brings out a collection four times a year, plus classic holiday clothes that Herdegen will have in October. She welcomes inquiries at (810) 540-7228.

Retailers ready for the holidays



Ho. Ho. Ho! Ready or not, here we go! The holiday shopping season gets under way early this year to offset the fact that Thanksgiving's late date leaves five fewer days to shop before Christmas.

BY SUSAN DEMAGGIO
STAFF WRITER

The way the holidays fall this year, (Thanksgiving comes a week late and Christmas comes on Wednesday) there will be five fewer days for shopping between Thanksgiving and Christmas Eve.

Retailers are scrambling to come up with sure-fire promotional strategies to meet their sales goals. Jacobson's vice president Thomas Drummy points out that the same situation occurred in 1991 so Jacobson's is patterning holiday '96 on holiday '91.

"We'll need to do a higher percentage of our holiday business prior to Thanksgiving," he said. "So our trim shops are up already and store managers have been notified about setting up gift wrap stations and presenting prewrapped gifts more aggressively."

Crowley's advertising director Ed Petrovich said Crowley's plans to boost holiday revenues with a "stronger sale schedule than last year" and a "dynamite two-days after Thanksgiving promotion."

"I can't tip off the competition with our plan, but shoppers watch out! Crowley's will be the place to go early for holiday values," Crowley's will also offer shoppers prewrapped gifts and free gift wrapping.

The Dayton Hudson Corpora-

tion plans to bolster its advertising budget and "manage the holiday inventory very carefully so there is less to mark down on Jan. 1," according to Susan Eich, director of corporate public relations for Hudson's, Mervyn's and Target.

"We'll also offer Gift Gallery Tables at all stores with prewrapped gifts ready-to-go in all price points," added Hudson's spokeswoman Chris Morrisroe. "Shoppers will find Holiday Helpers in red vests throughout the stores, assisting our guests with packages, kids, directions - you name it. And don't forget about coat-checking and package pick-up."

Morrisroe said Hudson's annual Jubilee Sale in mid October is the company's barometer on the upcoming holiday season. This year, under the corporation's "less-promotions" strategy, the Jubilee Sale will be shortened to six days from 12.

Morrisroe said this year's Santa Bear will be dressed as a fireman who comes equipped with a First Alert fire alarm.

Target stores will hand out "Holiday Survival Kits" to the first 1,000 shoppers at each store the day after Thanksgiving when the stores open at 7 a.m. Through the shopping season, Target will hold sweepstakes drawings and contests to win prizes. On Dec. 3 from 8-10 a.m., the stores



Cashmere cuties: For the first time, Saks Fifth Avenue has a signature plush gift available for the holidays. Made in Italy from the finest cashmere, these teddies from Agnola, come in red, white, beige, loden green or black. So very Saks at \$250.

host their annual shopping party for senior citizens and those physically and mentally challenged.

Mervyn's will give the first 500 shoppers to each store on the day after Thanksgiving, a free football autographed by Joe Montana. Mervyn's also opens at 7 a.m. on Nov. 29.

At Saks Fifth Avenue, promotions director Cheryl Hall said holiday shoppers will see prewrapped gift stations, gift wrap tables set up around the store, coat checkers, package pick-up, and Santa photos with the \$5 proceeds going directly to the Make-A-Wish Foundation in the Children's Department on the third floor.

"Our Saks First Card customers really kick-off the holiday season for us in early November when we offer them a day to shop towards triple bonus credits," she said. "And this year is the first we've added a signature plush toy, our cashmere teddy bears imported from Italy."

Neiman Marcus shoppers will again find special tables with quick holiday gift ideas in the center aisles, and the store has two personal shoppers to handle orders according to spokeswoman Marilyn Connor.

"Our Christmas Glory Shop is already up and running on the third level and we're scheduling our Santa breakfasts earlier this year."

Fashion Group honors mall expert Maccardini

The Detroit Chapter of the Fashion Group International honors Rebecca Maccardini, director of Operations, Forbes/Cohen Properties, with its 7th Annual Stylemaker of the Year Award at a noon luncheon, Friday, Oct. 19, at the Tray Marriott Hotel.



Maccardini
Rebecca Maccardini began her

career with Forbes/Cohen Properties in 1969. As Director of Operations, a post she has held for 12 years, she oversees the company's multimillion dollar portfolio of regional enclosed shopping centers and their 300-plus employees. In addition to operations and marketing responsibilities, she oversees corporate advertising and public relations.

She currently serves on the board for Shopping Center World Magazine and is editing a new text on shopping center marketing. As president of the International Council of Shopping Centers (ICSC) in 1993-94, she traveled throughout the world representing the membership and speaking on industry-related topics.

Tickets are \$55, for reservations call JoAnne Nosan at (810) 855-9233.

Where can I find?

From last week's list, the following readers called to say they've located some hard-to-find items:

Tammy Oyer of Livonia, Pat O'Connor and Susan Johnson recommended that Ruth Moss try Culinary Parts, Unlimited of California as a source for older kitchen appliance parts. The company's toll-free number is 1-800-543-7549.

"Kathy," a sales associate at Kitchen Glamour said another good source for appliance parts may be McNichols Electric, Six Mile, 1 1/2 blocks west of Schaefer.

Marcia Knapp of Westland said Sandra Cook of Garden City can find her 25-watt light bulb with an appliance base at True Value Northside, Glenwood and Wayne Roads.

Virginia McDonald said she

orders fresh stewing chickens from Chase Road Poultry (313) 846-3828, in Dearborn.

Now we still have to find:
• Regina Zavier of Birmingham is desperate to locate king-size flat sheets from Martex in the Trade Blanket pattern. "The company tells me the line is discontinued and I've been doing my whole bedroom in it. I still need to make the drapes!" she said. "I will even buy, sell or swap for used ones!"

• Corinne Warren of Westland needs a glass lid for a Corning ware browning dish.

• Marcia Knapp of Westland needs the phone numbers for Tricam Liquid Embroidery Distributor and a Face Swafford pure distributor. If you've seen any of these items let Malls & Mainstreets know. We'll print the answers. Call (810) 901-2567.

News of special events of interest to shoppers is included in this calendar. Send promotion information to: Malls & 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, OCT. 7

Teapot Show

10th annual teapot show through Oct. 31. More than 50 of the nation's ceramic artists present their teapots for exhibition. Arianna Gallery, 119 S. Main. Royal Oak. (810) 546-8810.

WEDNESDAY, OCT. 9

Walkers Meeting

Guest Pauline Elderidge of HOSTS, a language arts mentoring program, speaks on teaching basic reading and writing skills. 9:15 a.m. Lower level auditorium. Westland Center. Wayne/Warren. (313) 425-5001.

Dior On Tour

Saks Fifth Avenue presents Dior's national makeup artist John Klein through Oct. 12, for personal consultations and makeovers. Call for appointments. Somerset Collection South. Big Beaver/Coolidge. Troy. (810) 614-3363.

Runner's Seminar

Keith and Kevin Hanson, co-owners of Runners World, host a running/walking clinic at Borders Books, 7 p.m. Tips and questions. 13 Mile/Southfield. Birmingham. (810) 644-3571.

THURSDAY, OCT. 10

Petite Wardrobe Presentation

Saks Fifth Avenue presents latest collections from Anne Klein II, Ellen Tracy and Emanuel. 6-8 p.m. Refreshments, informal modeling.

ADDED ATTRACTIONS

Third floor. Reservations required.

Somerset Collection South. Big Beaver/Coolidge. Troy. (810) 614-3363.

Busy women series

Hannah Rose boutique hosts first of series of seminars/shopping events, 7:30 p.m. Reservations required. Tonight, Pam Oppner, financial planner, offers investment information. Coming up: Dr. Michael Roth with women's health issues, psychologist Barbara Schiff "making a good marriage," and artist Lori Karbal. Bloomfield Plaza. Maple/Telegraph. (810) 639-3050.

FRIDAY, OCT. 11

Informal modeling

From noon to 2 p.m. at D. Dennison's and Alito's American Grille, see the latest fashions from Petite Sophisticate and Gantos. Laurel Park. Six Mile/Newburgh. Livonia. (313) 462-1100.

Collectibles Event

Lilliput Lane Collectible "World of Enchantment" Event. Meet founder David Tate and American Landmarks artist Ray Day through Oct. 12. Cocktail reception, dinner, high tea. Call for tickets and reservations. Old World Canterbury Village. Joslyn/1-76. Lake Orion. (810) 391-9882.

SATURDAY, OCT. 12

Puppet Program

"The Wacky Witches Puppet Adventure" 1 p.m. Center Court. Tel-Twelve. 11 Mile/Telegraph. Southfield. (810) 353-4111.

Health tests

Host health American Heart Association's free

blood pressure testing services, 11 a.m. to 2 p.m. near Montgomery Woods. On Oct. 14, mall hosts St. Mary's Hospital's free blood pressure tests from 8-10 a.m. near the Information Booth.

Wonderland. Plymouth/Middlebelt. Livonia. (313) 622-4100.

Livonia Artists Club Show/Sale

More than 20 artists will show their wares through Oct. 13. Several artisans will demonstrate techniques both days. Laurel Park. Six Mile/Newburgh. Livonia. (313) 462-1100.

Farmer's 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.

SUNDAY, OCT. 13

Plymouth's Chili-Cook Off

First ever! 11 a.m. to 6 p.m. sanctioned by International Chili Society. Features chili and salsa competition, live country entertainment, line dancing, chili pepper-eating contest, western barbecue, Harley Davidson Show. Not proceeds to Make-A-Wish Foundation. Chefs and guests welcome. \$600 prize for top winner, \$200 to second place. \$50 to third. Kellogg Park. Downtown Plymouth. (313) 455-8838.

MONDAY, OCT. 14

Jail & Bail

March of Dimes annual fund-raiser through Oct. 18. Get revenge on snoring husband or forgetful co-worker! Have them "arrested," and forced to raise bail, pledges for the charity. Event is also scheduled for Wonderland Mall at Plymouth/Middlebelt in Livonia through Oct. 18 (313) 622-4100. Tel-Twelve. 11 Mile/Telegraph. Southfield. (810) 353-4111.