

Getting Focused At The New Bloomfield Optical

Last October after years of searching for the right location, Flora Hernesko and her husband Ron, an optometrist, purchased Bloomfield Optical in downtown Birmingham.

Bloomfield Optical had been there for 30 years but due to absentee ownership in recent years had been neglected. The business always had a good reputation for quality service but it needed a boost to its product line and image.

The Herneskos took up the challenge and have already begun to upgrade the frame selection with high-quality but affordable products.

"Our main concern is not only high quality at a fair price," said new owner Flora Hernesko, "But to provide a very high level of service, the kind of personalized attention you would expect from a 'mom and pop' business."

Her goal is to make visitors feel as though they are a part of the Bloomfield Optical family the minute they walk through the door. To accomplish this, she has already started remodeling the center to create an up-scale but family-friendly decor.

"We want to cater to the seven to seventy crowd," she added. "Birmingham is a family-oriented city, so it's a good place to have a family-oriented business."

On the professional side of the practice, Dr. Ron Hernesko is a stickler for thoroughness and detail.

Last year, he received his therapeutic certification in ocular disease treatment and management. He also recently added visual field testing to his comprehensive eye exam — which can detect glaucoma, retinal detachments, brain tumors and aneurysms.

Bloomfield Optical is located at 245 W. Maple St. in downtown Birmingham and can be reached at (810) 646-6699. Hours are Monday, Tuesday, Wednesday and Friday 10 a.m. to 6 p.m., Thursday 10 a.m. to 8 p.m., and Saturday 10 a.m. to 5 p.m. Bloomfield Optical is closed on Sunday.



Dr. Ronald Hernesko and Flora Hernesko of Bloomfield Optical.

Glimpse of French Countryside Found at La Belle Provence

La Belle Provence is a little window into a world of the French countryside, of accessories from the markets of Paris and Provence. The owners, Jennifer Tobias-Turner and Leslie Benser Luciani, were lawyers before they opened La Belle Provence in 1989 and they seem to have created a shop that integrates their passion for French design with their desire for family life.

Since its inception, the La Belle Provence family has grown to three shops — two are on Mackinac Island, in the lobbies of the Chippewa and Lilac Tree hotels. And the families of the owners have grown as well — Luciani just gave birth to her second child and Tobias-Turner to her fourth.

La Belle Provence newest addition in the shop includes MacKenzie-Childs hand-painted pottery, home furnishings and more. Each piece is entirely hand formed and painted by

artisans in the MacKenzie-Childs studio in the New York Finger Lakes region.

After visiting the store, many people develop an unquenchable appetite for La Belle Provence. Fortunately, they don't have to invent excuses to keep returning to the store. Pretty good reasons abound.

For example, La Belle Provence hosts a number of events throughout the year that are too much fun to pass up.

On October 19, Francois Soichet, the owner of Limoges Imports, will visit the store with over 200 of his collectible boxes.

And on October 28, Stonehouse Farm Goods will preview their new collection of handpainted furniture and accessories and Sarah Willett, Stonehouse's national sales manager, will demonstrate her company's new and vibrant color palette.

MacKenzie-Childs artisans will be demonstrating painting techniques and previewing the fall furnishing collection at La Belle Provence, Nov. 8-9, 11 a.m. to 5:30 p.m.

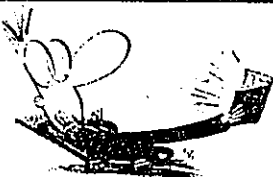
Paul Janssens, president of Quimper Faience, will pay his annual visit to La Belle Provence. Mr. Janssens will bring exquisite French faience and will be signing customers' purchases Nov. 14, 12 p.m. to 5:30 p.m.; Nov. 15, 10 a.m. to 5:30 p.m. and Nov. 16, 12 to 3 p.m.

La Belle Provence is located at 185 W. Maple in downtown Birmingham and is open Monday through Saturday from 10 a.m. to 5:30 p.m., and Sunday noon to 5 p.m. On Thursday, the store is open until 8 p.m. Evening hours will be extended after Thanksgiving.



Leslie Benser-Luciani and baby John

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LA BELLE PROVENCE FALL CALENDAR



Meet Francois Soichet, owner of Limoges Imports, Inc. and noted authority on collectible Limoges boxes on October 19th from 11:53-30. Francois will be signing boxes and answering questions. La Belle Provence will be offering over 200 Limoges boxes for sale, arriving October 1st through Christmas.

October 19
Limoges Trunk Show

Preview our new collection of handpainted furniture and accessories by Tracy and John Porter of Stonehouse, Farmgoods. Bring your ideas, or let our designers help you create a custom piece from Stonehouse for YOUR house! October 26, 12:30-5:30.

October 26
Stonehouse Farm Goods



We are thrilled to host a MacKenzie-Childs pottery decorator, demonstrating the painting techniques, and previewing of new MacKenzie-Childs pottery and home furnishings collection. Ask about our collectors group. November 8th and 9th, 11:00-5:30.

November 8 and 9
MacKenzie-Childs Artist Event



Paul Janssens, President of Quimper Faience, Inc., pays us his annual visit from France.

November 14th, Noon-5:30;
November 15th, 10:00-5:30;
November 16th, Noon-3:00.

Ask us about our collectibles group
November 14-16

Quimper Faience "Spends" Show and Visit

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