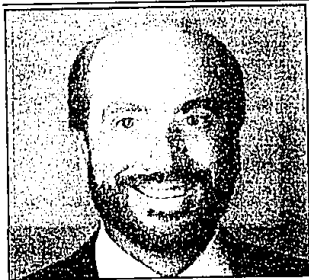


MALLS & MAINSTREETS

Monday, Nov. 25, 1996

A10

BEAUTY AND THE BEST



Jeffrey Bruce

Holiday shine takes polishing

With the major holidays soon upon us, you will have a thousand details to take care of and presumably enjoyable times ahead. However, here are a few things that you may want to keep in mind and perhaps make these special occasions a little more memorable.

At this time of year, the camera is probably used more than any other to record people and events. Most often it will be at night-time and not under the best of lighting. Rather than looking back on those photos and thinking "What was I thinking?" make sure that you carry extra powder to fight the shine.

Wear a little more blusher to help frame the face. Don't use too much lip gloss — unless you want your lips to be the biggest feature in the shot.

If you are one of those women who do not wear any make-up at all (and you are probably not reading this column anyway), remember that the eyes always draw the most attention, and if you only put on one thing, use mascara. It will make the most difference, I promise!

You will be bringing out your finery — outfits that are seasonal and geared toward the Christmas and New Year's occasions. Just keep repeating the mantra, "Classic is classic for a very good reason." There is a lot of evidence why a simple black dress (or a Rolls Royce) have stood the test of time.

Wear too many accessories and you will be confused with the Christmas tree. Make your hairstyle too elaborate and you may have a prolonged encounter with the mirror. Wear red mascara or mustard fingernail polish and you will be looking at the photos for a very long time — or maybe you'll just cut them up.

Trends either in clothing or make-up belong with the young. Trends are natural for them, and a way for them to rebel or make their mark. I'm sure you remember pointy-toes shoes and pedal pushers.

Your skin tone and your shape don't change that much from year to year that you have to rush out and get the latest black raspberry or puce anything! New is not for everyone. There is a happy medium between being current and being stuck in a time warp. Make your mirror your best advisor, not the fashion pages.

A lot of you will be traveling to a different climate for the season. The two main ones are the cold — for skiing or snow-bunnies, or to the warmer climates to catch some well-earned rays. Don't forget your skin-care lessons.

Plenty of moisturizer and sunblock is well-advised for both places. Don't forget to put sunblock on the back of your hands, an area that most forget. If somebody wants to guess your real age, a quick look at the hands is easier to read than the rings around your neck.

Eating is a great part of the holidays — why else spend the rest of the year depriving yourself? Most people have a sweet tooth, and to anticipate the onslaught of calories, you should throw in a couple of facials before the party circuit begins. This will give your skin a head start, open the pores, clean out the problem areas, and, I hope, cut down on the surprises that may appear in the mirror afterward.

No matter how much you drink, no matter how much you have had a wonderful time, no matter whether you hang up your clothes or not, please take time to clean your skin before going to bed. Your face and your sheets will thank you.

(On December 11 I'll be rehearsing for my starring role in Neil Simon's "Plaza Suite" at the Crosswell Opera House in Adrian.)

In January, I'll be back on the salon circuit appearing in Rochester Hills and Romeo. Call to get the specifics 1-800-944-6588.)



Glamour girl: To look your best in family photos, draw attention to your eyes with a coat of mascara on the lashes, use lipgloss sparingly.

Region 'comes of age' - says analyst



BY MARILYN BARNETT
SPECIAL WRITER

It's a fascinating — despite the information revolution and commerce by electron — to consider the power held by a sense of place.

The left bank of Paris for artists and lovers and intellectuals. Bourbon Street and jazz. London's 10 Downing St. as a seat of power. In New York, we have Wall Street for finance and Fifth Avenue for fashion. Chicago has always had its lakefront Miracle Mile.

Now, Detroit and Michigan retail have Somerset. And the real amazement is how quickly the name Somerset has come to stand not just for a physical center in Troy, as grand as it is, but our region's retail coming of age in both consumer taste

impacted other industries as our service economy has grown. Some have come willingly; others have been forced into action by competitors or declining sales.

In our hometown auto industry, it took the competitive inroads made by foreign car makers to make us more consumer and service-oriented. Today, auto companies are delivering new and unique products and unparalleled levels of service in their dealerships.

My own first-time Nordstrom experience at Somerset far exceeded my expectations. I was greeted at the door and accompanied through the store by a single, genuinely attentive salesperson. I made one visit and paid one bill. I didn't collect register receipts; I shopped.

What Nordstrom does so well is translate "knowing your customer" into "pleasing your customer." This is the Nordstrom lesson. Image may get them to the store. Merchandise and price will make the sale. Service and consistency keeps them coming back.

In all this, quick fixes or knee jerk reactions won't bring home the bacon. A corporate image must be more than neon flash; it must be understood, believed and practiced by each person in the organization, day after day.

Today's consumer is more informed and has more ways and outlets than ever by which to shop. They understand the competitive factors — from supermarket to designer fashions; they can pick out



Opportunity knocks: Marilyn Barnett is president of Mars Advertising of Southfield. She sees the growth along the Big Beaver corridor in Troy as a catalyst for exciting growth throughout the region.

the genuine article from the imposters.

'Say it is so'

Retailers and other businesses must not rest on their laurels. They must consistently communicate their distinct business and marketing message to consumers, not just at traditional promotion times like the holidays. They must reward frequent customers. They must find ways to invite and hold on to new ones.

We have a lot to be excited about here in Michigan. Our business style

and substance have grabbed national and international attention and respect. Now — while we hold center stage — is the time to get better and better. We can attract more "benchmark" national retailers like Nordstrom, Parisian or Neiman Marcus. We can also further grow our own, making Michigan a net exporter of strong retail concepts, including Dunhams, Borders or Farmer Jack.

Let's transform the Somerset afterglow into sustained self-confidence and brightness for our economy and way of life.

ANALYSIS

and standards of service.

The accolades, the Somerset Effect cocktail talk, are all on target. There's probably three or four musters' theses already in the works!

The retail note has been raised and the competition has responded, from nearby malls and downtown areas to stand-alone stores.

Never has the standard been higher for retailers and never have Michigan retailers achieved such a high level of excellence. Everyone is shaping up.

'Getting There

But actually this hasn't happened overnight. Retail's intrinsic reliance on customer service has gradually

Knit shop grabs national acclaim

BY JUDITH DONER BERNE
SPECIAL WRITER

It's not by coincidence that Birmingham knitwear designer Lisa Parks is the last of 38 profiles in the new book "Knitting in America."

"I wasn't originally in the book," says Parks, who owns Lisa Parks Knits from which she has designed and sold her one-of-a-kind handknit sweaters since 1982. "She (author Melanie Falick) didn't know me. But she stayed with a mutual friend

who said, 'You've got to meet Lisa.'"

Falick, a knitter and writer, saw that including Parks would add dimension to the book. "Lisa's the only one in the book who has her own store on a large scale," Falick says. "I'd call her work 'urban chic' very fashion-forward compared to the other people in the book."

"The sweaters these people do are different," Parks agrees. "They are absolutely wonderful artisans. This is an art book. These are the best

people, period. I approach it from a completely different angle, I need to create sweaters and designs that are easy to make and produce. I make a very functional sweater — very reasonably priced though I realize that is debatable."

Both women were interviewed at an after-hours reception Nov. 14 where Falick photographed copies of the book for Parks' friends and customers. It's published by Artisan, a division of Workman Publishing, and is out in time for the holidays.

In "Knitting in America," Parks explains that she learned to knit because it was a way of getting attention from her mother as the middle child in a family of seven. Her story was verified on this evening by her sisters, Connie and Molly, who live only a few blocks away from their sister's downtown Birmingham shop.

"My mother taught it to her, but Mom never had the style," says Molly, who is wearing a Parks sweater and skirt she says are 15 years old. "My sister's stuff holds up."

Falick reports that Parks no longer does the bulk of her own knitting. She hands her designs over to a small platoon of knitters, reserving her own needles for finishing work and repairs. So her designs must be easy to follow, keep the knitters interested and appeal to a somewhat broad audience.

The book, divided by geographic areas, includes a three-page profile and photographs of Parks modeling her sweaters while fishing on the Clinton River near Ann Arbor. It also shows a close-up of one of her patterns, written from the bottom of the page to the top just the way she has her knitters make them.

Interestingly enough, another knitter with Birmingham roots is also featured — Yvonne Uhlmanuk whom many may remember as Yvonne Gill. A trained chef, Gill ran several highly acclaimed restaurants including the former Tweeney's in Birmingham. She now raises sheep for yarn and designs knitwear in Romeo, Michigan.

The book also highlights the Waldorf School in Detroit where "children learn to knit before they learn to read."

"It seems like the right time for this book," says Falick. "Knitting is in the swing of the move back to basics," but those basics are about slowing life down and not about money. "Yarn is not cheap — so if you're knitting to save money, don't knit!"

It takes about 100 hours to knit a sweater, Falick says. But, "It's so beneficial to your mental health. Knitting is a chance for you to slow down your day, relax and let your mind wander. There's the rhythm of the needles in your hands."



PHOTO BY BILLY GEAR

Sisters: Lisa Parks (center) welcomes Connie (left) and Molly, all of Birmingham, to a special book-signing party at her store on East Maple in Birmingham.

MONDAY, NOV. 25

Santa Claus Visits

Most malls have Santa Claus seated for visits and photo operations now through Dec. 24. Hudson's, Nordstrom, Jacobson's and Neiman Marcus, have Santa Breakfasts filling fast. Most downtowns and several malls have special meals with Santa. Call your favorite retail center for a schedule of hours and fees.

Extended hours

Many of the shopping centers and downtowns now open an hour early and close an hour late, to accommodate holiday shoppers.

WEDNESDAY, NOV. 27

Birmingham Holiday Night

Tree lighting 7 p.m. Shriners Park. Salvation Army Band. Dickens Carolers. Buto/Merrill. Downtown Birmingham. (810) 433-3550.

HAPPY THANKSGIVING DAY! NOV. 28

FRIDAY, NOV. 29

Red Cross Blood Drive

9 a.m. to 7 p.m. near Montgomery Ward. The event co-sponsored by WNIC radio. Mall discounts to those who attempt to give blood. Also, Girl Scout wrap program begins. Community Hospice Tree. Collection program for YMCA seeks toys, non-perishable food and clothing. Bring to Information Booth.

ADDED ATTRACTIONS

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

Santa arrival

Canterbury Village welcomes Santa. Photos at King's Court Restaurant. Christmas carollers. Visit the Always Christmas store and some 15 specialty boutiques.

Older World Canterbury Village

1-75/Joslyn. Lake Orion. (810) 391-6700.

Meadowbrook Christmas walk

"Dressed for the Holidays" through Dec. 8, see vignettes throughout Dodge Mansion, created by Somerset Collection featuring fashions from the Dodge collection. Plus antique memorabilia. University/Adams. Rochester Hills. (810) 370-3140.

Massage therapist visits

Native West hosts massage therapist Sharon Farrell, 1-4 p.m. for free, mini massages, as shoppers make the rounds throughout downtown Plymouth.

853 W. Ann Arbor Trail

(313) 455-8838.

SATURDAY, NOV. 30

Chenille Sisters

Musical trio from Ann Arbor perform for

young at heart at Border's Books, 1 p.m. 13 Mile/Southfield. Birmingham. (810) 644-1515.

Hanukkah Party

Musical presentation of the Jewish holiday 1 p.m. Goodies for kids attending. Tel-Twelve Mall. Telegraph/12 Mile. Southfield. (810) 353-4111.

Black Nativity

Center Court, 1 and 2 p.m. special performance of Black Nativity direct from Music Hall. Wonderland Mall. Plymouth/Middlebelt. Livonia. (313) 522-4100.

Holiday concert series

Alexander Zonjic performs noon to 2 p.m. near JC Penney Court. On Dec. 1 at 1 p.m. it's Charlie Gabriel's New Orleans Jazz. Twelve Oaks, 12 Mile/Novi. Novi. (810) 348-9411.

MONDAY, DEC. 3

Rochester Lagniappe

24th annual holiday kick-off, street-lighting, gifts to shoppers throughout downtown shops from 6:30 p.m. at Depot Plaza. Carriage rides. Real reindeer. Christmas carols. University/Water Streets. Rochester. (810) 656-0060.