

MALLS & MAINSTREETS

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BEAUTY AND THE BEST



Jeffrey Bruce

Finding a stylist takes some work

From the mail I've been receiving, I'm led to believe that a lot of you have many questions about hairdressers — like how to find one. Though I am not one, I have certainly had plenty of experience working in the salon environment over the years.

There are many professional, talented and pleasant stylists, colorists, and shop owners out there. The key of course is to find one that fits your needs.

I think that you should approach this search the way you would for a new doctor. You need to be in charge of the situation. Ask friends who have hair that looks great, seek recommendations everywhere, and you will notice that some names come up repeatedly. That is your first indication of where to begin your search.

You need to find a stylist who will take the time to listen to you, and to tell you what is realistic for your hair type and lifestyle. These people should not be treated as gods. Do not "put yourself in their hands." Never let the words "just do whatever you like" cross your lips.

The salon worker is not a mind reader — you have to give them something to work with. Explain how much time you are willing to spend each day on your hair. Are you in business, work around the house, spend the day training horses? Information like this is what they need to make an informed opinion.

In the past, if you have spent all day at the salon, spent \$500, tipped everybody, and walked out to your car and cried — then you need to examine the way you were treated, the way you communicated with both the stylist and the owner, and determine a way to get satisfaction. The salon would dearly love to keep you as a client, unless of course you do this just for a hobby.

If you are considering a real change, a new color, or something major, if you are visiting a salon for the first time — before you let anyone touch your hair, ask to speak to the owner. Tell him/her what you would like, what you are aiming for, and that if they agree to do this, then you will not pay for the services if you are not satisfied. Do not go into the salon demanding something without being willing to listen to their professional advice. If they sound unwilling to do what you want, perhaps try to persuade you to do something else, get a second and a third opinion. If all of these opinions do not go your way, then maybe they are right, and what you are expecting is not achievable.

When you go to a salon, put your best face forward. Take the time to do your hair, put on make-up and give the salon an idea of how you want to present yourself to the world. As with most things, lack of communication causes 90 percent of the problems. If you ask for a trim, you should be able to tell with the first snip whether the stylist is going to give you what you asked for, or whether you will end up looking like me. That is the time to stop them, not after half-an-hour of hunking.

If a stylist recommends certain products to you to maintain the look, they are not just trying to make a sale. You will be walking around for the next six weeks as an advertisement for their work, and it is important to them that you look your best. You may be in the habit of browsing at Bloomingdale's and buying at Wal-Mart, but don't expect to achieve the same results. Your face and your hair are the first things that people notice, not your wardrobe or shoes.

When all is finished, and you have a new look/successful cut, keep in mind that your hair may go into shock. Don't be dismayed if the next morning your hair flops — doesn't look as great as it did yesterday. Just wash it, re-style it, and you'll find it was just the initial shock that made it look different. Whatever you do, don't panic and go storming back to the salon.

You've heard me talking about the Ginger Rogers and Barbara Eden syndromes. The last thing you want to be is an object of ridicule with your hair a cliché. If you see somebody in the salon getting a better haircut or treatment, but don't be afraid to change stylists. It can be handled diplomatically, ask the owner for guidance.

I feel a little like the one-legged man who coaches runners, but I think you'll agree that with a sense of humor most problems can be solved. Well at least your hair will grow back in time — wish I could say the same.

I work, personally, with over 50 salons in the metropolitan Detroit area. Give me a ring and I'll be more than happy to recommend one.

In February, Jeffrey will be in Rochester, Romeo, Macomb and Highland. For more information call 1-800-944-6588.



BY LINDA ANN CHOMIN
SPECIAL WRITER

Almost until the day Jules R. Schubot died, customers would approach him at social functions and ask, "What's in your pocket, Jules?" You see, from his days as an usher at the Bonstelle Theater in downtown Detroit, Schubot was a pocket peddler of sorts. He always carried rings, necklaces and jewels on him. Backstage, the likes of Jack Benny and Milton Berle would literally buy the merchandise from his pockets.

Eventually, Schubot set up shop, first on Madison Avenue, then in the Metropolitan Building in Detroit, but he never stopped the practice of carrying jewelry in his pocket. He would call on Henry Ford and well-to-do industrial executives at their place of business, pulling strings of diamonds and pearls from his pockets for their perusal.

"My dad started in 1917 as a pocket salesman," said Douglas Schubot who carries on the family tradition of selling fine jewelry at Jules R. Schubot Jewellers in Troy. "One time, he was at New York Yankees game when a woman asked him, 'What's in your pocket?'"

He pulled out a 27-carat emerald-cut diamond ring. It fit her and she bought it right on the spot! My dad was a big sports fan. When they were in town, all the Yankees would come to his home. He did business at the Standard Club in the Book Building, not sitting in an office."

During a recent interview on WJR radio, Douglas Schubot carried one million dollars' worth of diamond necklaces and rings into the studio in his coat pocket. Just like his father Jules, the jewelry business is in the 66-year-old Schubot's blood. Now, he's passing down the love for selling upscale jewelry to his 34-year-old son Brian.

"An impressive, imposing man, my dad had a talent for knowing what people wanted. He knew where to get it and how to sell it,"

Jules Schubot sold his first piece of jewelry from his pocket many years ago in Detroit's old theater district. Today his family carries on the business from an elegant showroom in Troy's Golden Corridor.

said Schubot who started in the business some 52 years ago.

Douglas and his wife Sydel, who sold her first piece of Schubot jewelry in the mid 1960s, have the same knack. They travel throughout the world in search of the finest designers and manufacturers of 18 carat and platinum jewelry, then the husband and wife team hand-select each piece.

"You can take three diamond necklaces and they look dead. They don't sparkle. Even if it's an earring you notice the quality of the diamonds," said Sydel.

After his father died in 1970, Douglas, gave himself a year to make the business work. In 1977, he moved the business to the Big Beaver/Golden Corridor of Troy. In 1991, renovations

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Douglas Schubot,
Jeweller

Great Depression to today, it's been up and down. We were cresting the 1980s until the government imposed the excise tax on luxury items. Sales dropped 30 percent in 1990. The tax killed us. Our sales over \$10,000 were nil.

"Boat companies went out of business, but we hung on. It came off in 1992-93 but by then the casual look at the office came in further setting back luxury items. But it's starting to turn around again. People are tired of casual Monday through Friday and want to dress up Saturday night," said Schubot.

Trends in jewelry have fluctuated as well. In the Roaring 20's, 18-carat gold and platinum were all the rage. "In the 1940s, jewelry was mostly rose-gold because the military needed the silver during World War II. Back then, the style was big,



STAFF PHOTO BY JOHN STOKANICH

Family ties: The Schubots weathered several different storms to stay afloat in a very competitive, topsy turvy business. Now they say, the tide is turned in their favor, as the quest for quality motivates consumers.

clunky pins set with aquamarine," recalled Schubot.

"Ten years ago, it was flash. The classic example of the 80's is the tennis bracelet. In the 70's, we were selling them as blue jean bracelets. Women wore them with their blue jeans on their watch hand," added Brian, a Michigan State University graduate and a Certified Gemologist Appraiser who began working in the business 11 years ago.

"Where we are going as an industry is back to a respect for quality. Craftsmanship is to be valued. It's a throwback to 50 years ago when the customer wasn't buying for price but quality, design and something they liked. Jewelry is one of the few areas where the independent has the edge. We don't carry duplicates. Our community isn't big enough to sell duplicates of the same piece of jewelry."

Service is just as important as the quality and individuality of Schubot

jewelry. No matter when a customer walks through the door, they can be assured a Schubot is on the premise, offering nearly 100 years of combined knowledge.

"If a man is looking for a gift for his wife, a bracelet is the easiest to sell, earrings are the hardest. Most men couldn't tell you if their wife has pierced ears. If she hasn't expressed an opinion, it is safest to go with a bracelet," said Douglas. Married for 42 years, Douglas and Sydel, work side-by-side six days a week. On the seventh day, he plays golf while she takes some time for herself in their Franklin home.

"Working together gave us a great opportunity to know one another. How can you not like working here surrounded by all this beauty?" asked Sydel. "But communication is the key. We're on the same wavelength."

New team takes reins at Hudson's

Dennis Toffolo, Hudson's retiring president, announced management appointments in three positions.

Tom Tennyson has been promoted to regional director, John Graber to store manager of Hudson's Twelve Oaks and Tom Nugent to store manager of Hudson's Westland.

Tennyson began his retail career as an intern with Dayton's in 1981. Since that time he has held several buying positions for the Dayton Hudson Department Store Division and most recently was the Divisional Merchandise Manager of Jewelry and Hosiery.

As Hudson's regional director, Tennyson will be responsible for supporting the company's strategic direction focusing on guest service, distinctive and trend forward merchandising, company-wide communication and internal management development for a group of seven stores: Oakland, Genesee Valley, Lakeside, Lansing Mall, Meridian Mall, Grand Traverse and Fashion Square.

Tennyson will also oversee Hudson's 22nd store, scheduled to open in fall of 1997, in the Birchwood Mall, Port Huron.

He holds a bachelor of arts degree in merchandising from the University of Wisconsin and resides in

Rochester Hills with his family.

Graber was most recently store manager of Hudson's Westland store.

He began his retail career in 1982 at Foley's Department Store in Texas. He held several positions at Foley's before joining the Dayton Hudson Corporation as a buyer of stores as assistant store manager at the Target store in Houston, Texas.

In 1995, he joined the Hudson's

team at Westland. As the Twelve Oaks store manager, Graber reports to Steve Prebelich, regional director.

A graduate of the University of Texas, Graber holds a bachelor of arts degree in history. He and his family are residents of Wixom.

Nugent joined the Dayton Hudson Department Store Division in 1990 as an assistant store manager at Marshall Field's. Before joining the company, he had extensive retail

experience with JC Penney, Kmart, Carson's, Lazarus and Kohl's which began in 1974.

In 1995, Nugent was named store manager of Marshall Field's Grand Avenue store. He reports to Mike Giligan, regional director, as Westland's store manager.

He graduated from the University of Illinois with a bachelor of arts degree in English. The Nugent family resides in Grose Point Farms.



Tom Tennyson



John Graber



Tom Nugent