

MALLS & MAINSTREETS

MONDAY, Jan. 13, 1997

A8

SHOPPING CENTERED



Linda Ann Chomin

Designer's a hit with 'power' ties

BY LINDA ANN CHOMIN
SPECIAL WRITER

If it's true the tie makes the man, Sherry Wolf could be on a winning track with the creation of neckwear meant to ensure a successful climb up the corporate ladder.

Best known for her contemporary Super Realist paintings, the 40-something artist recently made an appearance at The Tie Man in Livonia to introduce her neckwear collection. Made in Italy, the silk ties are available in more than 70 designs ranging from bold abstracts to conservative classics with elements reminiscent of Neoclassical architecture and moorlands.

"I want my ties to be CEO ties. If someone walks into a board meeting wearing one, others are going to listen. A tie makes a statement about a man's personality," said Wolf, whose paintings are in the permanent collection of the Albright-Knox Museum in Boston and Museum of the City of New York.

While most ties are printed with three to four separate color screens, Wolf's ties go through 14 screenings to achieve the vivid yellows, reds, blues, and purples. However, design remains the essential ingredient targeted when producing sketches for new neckwear patterns.

Mark McClellan, owner of The Tie Man in Livonia, decided to offer the Sherry Wolf Collection to his customers for just these reasons. So far, the ties have been best sellers.

"I wanted these ties in my shop because of their brilliant colors from the screenings, and also for their aesthetic and art value. At The Tie Man, we choose only the best quality neckwear. Sherry Wolf's ties are 100 percent wool-lined, hand-stitched silk jacquard so they're resilient as well. Besides that, the way Sherry designs, the art draws attention to the face and neck assuring eye contact, one of the most important principles for a successful businessman," said McClellan.

Designing is nothing new for the Maryland artist whose clothing accessories drew reviews from buyers at Neiman Marcus, Bloomingdale's, Bergdorf Goodman, and Saks Fifth Avenue in the late 1980s. Three years ago when Wolf became fascinated with precious metals, she result was a line of 18 karat gold jewelry. Now, it's ties, at \$59.99 each.

While her real love remains painting, Wolf's evolution from the world of fine art to design was a natural one. After graduating from the fine arts program at the University of Maryland, her whirlwind career took off after being hired as a commercial illustrator for NBC Nightly News anchor David Brinkley. Her portraits of the day's newsmakers were seen by millions of viewers.

It wasn't long before she was deluged with commissions for cover art and illustrations for Simon & Schuster publications, and magazines like Time, National Geographic, Rolling Stone and Ladies Home Journal. A highlight of these years was a request from The White House to paint a series at Tricia Nixon Cox's wedding in the early 1970s.

Unsatisfied with life as a commercial artist, Wolf turned to full-time fine art painting. A series of portraits of Marilyn Monroe, Frank Sinatra and Humphrey Bogart were first on her easel followed by a satirical commentary on characters found in everyday American society. With these came notoriety from the Today show and People Magazine, The New York Post, and The Baltimore Sun.

In addition to her design work, Wolf continues to paint large-scale Realistic works as well as reinterpretations of Neoclassical paintings. Look for more of the same from her in the future. A line of Sherry Wolf men's shirts is scheduled to debut this spring.



Class act: Sherry Wolf poses with Mark McClellan at The Tie Man.

Mall walking: It's time to sign on!



In January, mall workers are busy with two projects: eliminating year-end stock with sales and clearances, and registering shoppers with resolutions to keep fit for indoor Walking Club programs.

BY SUSAN DEMAGGIO
EDITOR

Walking programs at the area's larger shopping centers allow you a free fitness workout in a climate-controlled environment and the chance to earn prizes for your efforts.

And since the neighborhood medical center usually co-sponsors the walking club, you get free monthly health tests and information seminars as an added bonus.

At Twelve Oaks in Novi, the mall even arranges for low-impact aerobic classes for its walkers each Monday and Wednesday from 9 to 10 a.m. in the Lord & Taylor court. The class is instructed by staff from the University of Michigan's Health Education Department and is well-attended by regulars who have incorporated the morning program into their weekly routine.

Mall spokeswoman Elaine Kah points out that Twelve Oaks' walking regulars have formed a private club of sorts, meeting for breakfast and coffee as new friendships unfold.

As walkers keep track of their "miles," many malls reward them for milestones reached with fanny packs, T-shirts and water bottles.

The malls with organized walking clubs urge interested shoppers to register for membership now, through the management office or Information Desk. An identification badge is usually issued to members along with a newsletter and outline of the program. You may be requested to sign a waiver.

Fairlane: Southfield Fwy./Michi-

gan Ave. Dearborn. Doors open to walkers at 8 a.m. near movies entrance. Walkers club co-sponsored by Oakwood Hospital. (313) 593-3546.

Lakeside: M-59 & Schoenherr, Sterling Heights. Four main entrances open to walkers at 8 a.m. No formal walking club. (810) 247-4131.

Laurel Park Place: Six Mile/Newburgh, Livonia. Doors open to walkers at 8 a.m. Max & Erma's Entrance off Six Mile. Walking Club includes health tests and information. 4th Friday of each month co-sponsored by Botsford Hospital. (313) 462-1100.

Livonia Mall: Seven Mile/Middlebelt. Doors open to walkers at 7:30 a.m. through Entrance G. Walking club is co-sponsored by Botsford General Hospital. Blood pressure screenings 8-10 a.m. the third Wednesday of each month. (810) 476-1160.

Meadowbrook Village Mall: Walton/Adams, Rochester Hills. Main entrance opens to walkers at 7 a.m. No formal walking club. (810) 375-9451.

Oakland Mall: 14 Mile/John R. Troy. Doors open to walkers at 8:30 a.m. through glass canopy off 14 Mile or entrance near movies. (810) 585-4114.

Northland Center: Eight



Power striders: Joe and JoAnne Wentworth of Sterling Heights move through the warm, snow-free aisles of the Oakland Mall in Troy.

Mile/Greenfield, Southfield. Doors open to walkers at 8:30 a.m. through Entrance C near T.J. Maxx. Patrons is the well-attended formal walking club. (810) 557-0460.

Somerset Collection: Big Beaver/Coolidge. Doors open to walkers at 7 a.m. through main mall entrances. Walking club debuted in 1996. (810) 643-6360.

Summit Place: Elizabeth Lake/Telegraph, Waterford. Doors open to walkers at 8 a.m. near food court. No formal walking club. (810) 682-0123.

Tel-Twelve Mall: Telegraph/12 Mile, Southfield. Opens for walkers at 8 a.m. through entrance nearest Kmart. No formal walking program.

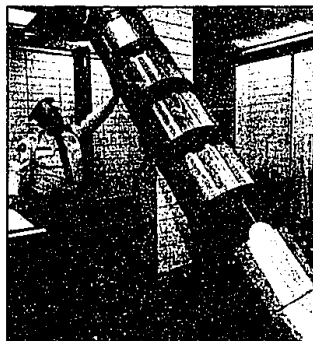
(810) 353-4111.

Twelve Oaks: 12 Mile/Novi Rd. Novi. Opens to walkers at 8 a.m. Low-impact aerobics program Mondays and Wednesdays from 9-10 a.m. in Lord & Taylor Court area. (810) 348-9438.

Westland Center: Wayne/Warren Rds. Doors open to walkers at 7:30 a.m. use Olga's Entrance. Walking program meets second Wednesday of each month with health programs. (313) 425-5001.

Wonderland Mall: Plymouth/Middlebelt in Livonia. All doors open to walkers at 7:30 a.m. Wonder Walkers Club. (313) 522-4100.

Temple gets mall holiday decor



Ready to go: Lakeside security officer Mike Downey with parts of the decor.

BY SUSAN DEMAGGIO
EDITOR

When Lakeside's marketing director Janita Gaulzetti learned that Temple Beth El in Birmingham was interested in acquiring the mall's holiday decor program, she admits she was amused and confused.

"What would a temple want with our set of 16, 25-foot-tall purple, orange and green buildings celebrating holidays around the world?" she laughed. "What would they do with our Big Ben, Eiffel Tower and Sydney Opera House?"

"Well, you guessed it, the very unique pieces will be used for theatrical productions - saved from the dumpsters."

Gaulzetti explained that Lakeside's decor program was scheduled to be scrapped in January. When the word got out to Taubman mall employees, community groups and shoppers, her office

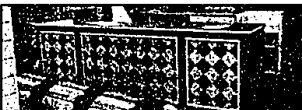
was besieged by requests for the trees, 75 large stars, ceiling streamers, pillows and even the small elves!

When Robert Kayes of our leasing staff and his wife Susan, heard the decor was up for grabs, they requested it on behalf of the Temple Beth El. Old mall decor is typically donated to civic or community groups anyway, except for the keepsake items that go to those who work on a special event or promotion.

Kayes said that the temple's cantor is busy producing a Broadway revue slated for April. The mall's display, which has several New York references, will be worked into the show's scenery. Gaulzetti said Lakeside spent \$350,000 on its holiday decor package a few years back, refurbishing and modifying the set-up, including the 36-foot high centerpiece tree, each year since.

"It's like we leased the program from the Becker Group of Baltimore that created the concept for us," she said. "Now it's time to have a meeting of the minds with them again to come up with Holiday 1997. The theme must suit our market, appeal to our customers, and work into our stage area and Santa photo operation."

Gaulzetti said 1996 was a record-year for Santa visits at Lakeside. She based the 18,000 figure on the number of calendars Santa Claus gave away.



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

WEDNESDAY, JAN. 15

Plymouth Ice Spectacular

Downtown's 15th annual art and shopping event through Jan. 20. Farmer Jack sponsors a fantasy land for children. Bud Ice sponsors a 24-hour light show. Plymouth Observer hosts a Gingerbread House Display, student ice carvings competition underwritten by the Ford Motor Company, "Visions of Christmas" exhibit at Historical Museum, plus many other event highlights.

Limited edition commemorative poster available \$25, "The Battle of Queen" by Bob Smith, graduate of The Center for Creative Studies. Call for complete schedule of events. Ann Arbor Trail/Main St. Plymouth. (313) 459-6969.

Cyberspace safari

Wonderland Mall hosts Detroit Science Center VIP kickoff 10:30 a.m. near Service Merchandise. Disc jockey Dick Purtan and Detroit Mayor Dennis Archer via satellite, opens to public on Jan. 16.

Wonderland, Plymouth/Middlebelt, Livonia. (313) 522-4100.

ADDED ATTRACTIONS

Sidewalk sales

Mall says "Have lunch on us!" and will give a \$5 gift certificate good at any center store or restaurant to shoppers spending \$100 or more at the clearance sales through Jan. 20.

Westland Center. Wayne/Warren. (313) 425-5001.

THURSDAY, JAN. 16

Sidewalk sales

Annual clearances and mark downs throughout the mall until Jan. 19.

Tel-Twelve, 12 Mile/Telegraph, Southfield. (810) 353-4111.

Health Fair

MedMax Superstore across from Westland Center hosts two-day health screenings and information booths through Jan. 17, 10 a.m. to 6 p.m. Cholesterol testing, \$5 and bone density screening, \$10 through Oakland Healthcare Systems. Free body composition analysis, hearing tests and blood pressure and glucose exams. Refreshments.

35500 Central City Parkway, Westland. (313) 458-7100.

Sidewalk sales

Through Jan. 20 markdowns and clearances to ready the stores for spring. On Jan. 19 four hockey players from the Vipers will sign autographs 1-2 p.m. and 2:30-3:30 p.m. Free puppet

shows daily, "Mother Goose" through January. Meadowbrook Village Mall. Adams/University, Rochester Hills. (810) 375-9451.

FRIDAY, JAN. 17

Sports Collectibles Show

Through Jan. 1, families can buy, trade and sell cards, books, coins and other memorabilia. Meet former Detroit Tiger Dan Petry, 1-3 p.m. on Jan. 18 on stage near Crowley's.

Livonia Mall, Seven Mile/Middlebelt. (810) 476-1160.

Cosmetic Photo Clinic

Saks Fifth Avenue cosmetic professionals perform beauty makeovers accompanied by a photo session through Jan. 18. Call for appointment and more details.

Fairlane Town Center, Michigan Ave./Southfield Fwy./Dearborn. (313) 336-3070.

TUESDAY, JAN. 21

Breakfast with Chanel

Chanel Ready-to-Wear spring 1997 special order collection with special representative and informal modeling 11 a.m. to 4 p.m. "Breakfast with Chanel" a formal runway presentation 10-11 a.m. to benefit American Lung Association of Southeast Michigan, Patron tickets \$35, benefactor tickets \$50.

Saks Fifth Avenue. Somerset Collection South. Big Beaver/Coolidge, Troy.