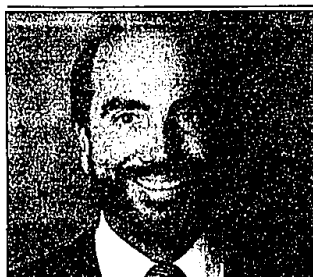


MALLS & MAINSTREETS

Monday, Jan. 20, 1997

A10

BEAUTY AND THE BEST



Jeffrey Bruce

Simplify your beauty routine

One of the more interesting details of Princess Di's divorce is the fact that she spends \$6,000 a year on her underwear. There is no mention of how much she spends on her colonic irrigation, gym fees, aromatherapy, or cosmetics, but chances are it is a significant amount.

It's amazing how readers of celebrity magazines are getting used to such excesses as Mrs. Marcos' shoes, Zsa Zsa's jewels, Ivana Trump's various nips and tucks, etc. These are definitely what you could call High Maintenance Women. They require endless shopping sprees, designer clothes, lots of jewelry, many vacations, constant attention and lots of upkeep.

In the 90's most women are striving to achieve the most in a limited amount of time usually with a limited budget. Their stimulation and fulfillment in life comes from other sources. We'll call them the Low Maintenance Women.

How can you get optimum results without spending the entire day at the beauty salon? If the only thing you make for dinner is reservations, and if you have full-time domestic help and no children — feel free to stop reading now.

Set aside an extra 15 minutes for a great bath with some essential oils, a big loofah and a glass of something alcoholic. Take time to look in the mirror and repeat as often as necessary "You look great" or "I like me and I'm going to stay in shape."

You'll save thousands on therapist's bills. Of course the HMW can be found with a personal trainer and a wardrobe full of color-coordinated aerobic outfits, tans that are out of season and definitely achieved out-of-state, never more than 10 feet from their cellular phones, and their foreign cars valet-parked. The highlight of their day is keeping appointments with the plastic surgeon, planning the next tummy tuck, etc.

HMW, as stated, love to hunt down the latest craze in plastic surgery — lips made larger ala Goldie Hawn in "First Wives Club" or the newest flavor-of-the-month plastic surgeon. Save yourself the need to exchange horror stories by always wearing a foundation with sunscreen. Most damage is done by the sun — protection on a daily basis is the best way to slow down the signs of aging. Get yourself a skin care regimen that fits into your time schedule and stick to it.

Avoid stress — there is always a special beauty to a calm, happy face.

There is no end to what a HM gal can spend on her hair. Flying to New York every six weeks to be touched/colored only by the hands of... (fill in the blank) is just the beginning. There are tons of treatments, most of them unnecessary, that can be enjoyed by the avaricious. Smart women (LM) know that hair style is based on age, weight and lifestyle. For the most part the ideal length is in the middle, between the jaw and the shoulder.

We all know how much trouble long hair can be, but short hair requires some attention as well — constant trimming and coloring if you want to maintain the look. Being handy with different sized rollers, a light hair spray and styling gel can get you through most social occasions.

It would be nice to have The Make-Over Team arrive at your door each morning, and there are probably some women who consider this a necessity. But for the rest, there are a few tips. Pick neutral colors that match your skin tone. Choose long lasting make-up. Use lipsticks that are dewy-matte, and always use lip liner to keep the color on.

Carry powder with you through the day so you touch up that shiny break through. Even if you don't like eye shadow in the day, always wear mascara. If you want to wear the few outrageous shades of nail polish, keep your nails shorter, and remember that dark shades show chips quicker and this along with too polish can push you towards being a HMW.

The sky is the limit for the HM devotee. After catching the show on Fox Milan Paris a couple of times a year, you'll need some weeks at the spa or in the Bahamas to recuperate. It can get tiring remembering who saw you in what last, and very few can afford to wear each outfit once. The LMW knows to base her wardrobe around a few, well-designed pieces in classic colors that last for years, and that to accessorize each season is all she needs to stay up-to-date and interesting.

Jeffrey Bruce's beauty column appears the third Sunday of the month. During February he will visit salons in Romco, Highland, Rochester, Flint and Livonia. For more details call 1-800-944-6588. Don't forget to send your beauty questions to Jeffrey Bruce, c/o Malls & Mainstreets, The Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009.

Internet exhibit is 'dino'-mite game



Dinosaurs from the past and cyberspace links of the future unite to teach families how to use the Internet for information. Wonderland Mall proudly hosts this special program through April.

BY SUSAN DEMAGGIO
EDITOR

Eight major corporations linked expertise to bring "The Cyberspace Safari" a virtual field trip about dinosaurs, from the Detroit Science Center to suburban families and school groups via an Internet program set up at Wonderland Mall in Livonia.

The \$750,000 exhibit opened Jan. 16 and will continue through April.

A trip to "The Cyberspace Safari" begins with a 20-minute, multi-media demonstration on using computers and the Internet. Once this "ticket-punching" is complete, the real safari "Dinosaurs" begins.

Visitors complete a quiz using Internet links to help find the answers to questions about four different dinosaurs. A five-minute time limit on each question allows guests extra time to explore the Net at their own leisure.

The safari is based on the Dinosaurs exhibit in progress at the Detroit Science Center downtown. It was created by the same company (Research Casting International of Canada) that provided the skeletons used in the movie "Jurassic Park."

All presentations are conducted by trained Detroit Science Center staff. According to Mel Drumm, director of the center, more safaris are on the way exploring topics like Flight, Light, Lasers, Physics and the Human Body.

Schostak Brothers & Co., owner/operators of Wonderland Mall, are providing 4,000-square feet of retail space for the project.

"We are delighted to join forces with the Detroit Science Center to make this fun and valuable project a reality, as it enhances our year-round community programs," said Robert Schostak. "It fits well with the changing role we see for community malls, as we work to offer more family-oriented entertainment and educational experiences to our full-service shopping and dining."

The Microsoft Corporation provided all the software programs used. Other sponsors include Intel Corp., (computer processors and memory); MicroAge Infosystems (computer networking and systems integration); Ameritech of Michigan (ultra-speed T-1 phone lines); PCF Personal Computer Rentals (providing 20 workstations); Online Marketing (web site creation and Internet gate-



STAFF PHOTO BY BILL DABLER

Internet interplay: Dana and Meagan Nearing of Detroit, surf the net with the assistance of Dave Dehn.

way); and WOMC Oldies 104.3 (publicity and corporate support).

"The Cyberspace Safari" is open at Wonderland Mall, Plymouth and Middlebelt roads in Livonia, Monday-Saturday 10 a.m. to 9 p.m. and Sunday noon to 5 p.m. Groups can contact the Detroit Science Center for reservations (313) 577-8400, ext. 417. Children under 16 must be

accompanied by an adult. Fees: \$7 per hour for each family using a workstation. \$3 per hour, per person for pre-arranged groups. \$4 per hour, per individual. \$5 per hour, per person for surfing the Internet during non-peak display hours.

Visitors will find the exhibit near the Service Merchandise entrance to the shopping center.

N'land chief plans center's future

BY SUSAN DEMAGGIO
EDITOR

John Bemis is all eyes and ears as he strides through the Northland Center in Southfield.

The mall's new manager asks sales associates in a teen apparel store to "turn down the music," then makes note of which mall floors need more polishing.

He pauses to make sure a customer studying the mall directory knows where she's going, then he spies the "Half-Off" sign being hung over the leather jackets in one shop window.

"Those pieces should have sold during the holidays at full price," he muses. "That's quality merchandise and good design."

As Northland's new boss, Bemis is determined to take Michigan's oldest and largest shopping center into the 21st century. At 37, he is one of the youngest mall managers in the country, but responsible for one of the toughest properties at 2.2 million square feet of retail space across 160 acres.

The center is 93-percent occupied by Bemis, a leasing specialist, has been charged with filling the mall.

"I've targeted three categories; Northland needs a full-service bookstore, a quality sit-down restaurant, and some higher-end men's clothing stores," he said. "And we'll get them because this center is on the cutting edge of what's happening in our business."

"Northland is the first mall to redevelop in a quasi-urban center. We're neither urban nor suburban. We can't be lumped. We can have



Top job: John Bemis plans to move Northland forward.

our cake and eat it to, have all the hot fashion trends our shoppers want, yet maintain standard suburban merchants like Target and JC Penney.

"Our plan for the new year is to fully retain our share of the urban market while at the same time expanding and recapturing the office building trade nearby, in addition to wooing shoppers from north Southfield, Berkley and Oak Park."

"We want to get back our Detroit shoppers who have wandered over to Oakland Mall, Fairlane and Twelve Oaks."

Bemis arrived at Northland in November to replace Catherine O'Malley who left to manage Twelve Oaks in Novi. Bemis said he was recruited by Compass Retail Inc., the management subsidiary of Equitable Real Estate Investment Management Inc., (which owns Northland Center) from his position as regional manager of leasing for Schostak Brothers & Co.

A resident of Rochester Hills, Bemis and wife Michelle, have two children, Elizabeth 7, and Michael, 4.

"I bring them over to the mall on my day off, in my jeans, and we shop Northland," he laughed. "We're hoping to spread the word that Northland is a beautiful, safe, quality shopping environment. People who come back and see it since the big remodel last year have lots of good things to say."

Bemis graduated from Central Michigan and managed restaurants for Bennigan's before joining Homart Development where he held various positions in leasing and management. After a stint with Equity Properties and Development, he joined Schostak where he handled specialty leasing and redevelopment planning for eight shopping centers in four states.

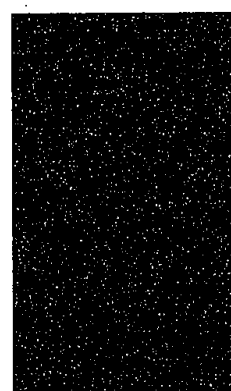
He is the son of Don Bemis, former superintendent of Utica Schools and later State Superintendent of Schools. He grew up in Utica, the eldest of four children.

"We're a tight-knit family still," he said proudly. "In fact, my dad stops by the mall to visit and enjoys talking to the staff. I warned

them! The people at Northland are such professionals. I feel fortunate to have joined such a team."

Bemis reports that the Northland Center ended 1996 on a high note, with holiday sales up three-percent over last year. He is looking forward to Jan. 27 when he takes a seat on the Board of Southfield's Downtown Development Authority.

"I see the shopping centers of the future as very social places where people are offered a very tactile experience. They will not be sterile consuming environments."



ADDED ATTRACTIONS

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. (810) 659-5100.

Spring Trunk Shows

Noiman Marcus presents spring collections with informal modeling and special representatives 10 a.m. to 5 p.m. Jan. 21 Carolina Herrera in Couture Salon; Jan. 22 Giorgio Armani's Black Label in designer sportswear; Jan. 30-31 Calvin Klein in designer sportswear.

Somerset Collection South. Big Beaver/Coolidge. Troy. (810) 643-3300.

Artist visits

Local artist Inge Marchio visits 11 a.m. to 5 p.m. at The Art Gallery, an artists cooperative in the mall, where her work, and other works by Don Hughes, Margaret Serranoni and Joanie Ugelow are on display through January.

Great Oaks Mall, Walton/University, Rochester Hills.

(810) 651-1579.

SATURDAY, JAN. 25

Band Festival

Annual program in mall's center court 11 a.m. to 7 p.m. Call for complete schedule.

Twelve Oaks. 12 Mile/Novi. Novi. (810)

Family musical

Ron Caden performs hand-clapping, foot stomping, sing-along music. 1 p.m. center court. Free. Tel-Twelve Mall. 12 Mile/Telegraph. Southfield. (810) 353-4111.

Cosplay/Internet exhibit

YMCA Indian Princess car rally 8 a.m. to 4 p.m. center court. (Don't miss the Cyberspace Safari exhibit near Service Merchandise.) Wonderland. Plymouth/Middlebelt. Livonia. (313) 522-4100.

Kids programs

Borders Books hosts Alice in Wonderland crafts and story hour 11 a.m. On Jan. 25 at 1 p.m. mouse games and treats to celebrate "Lilly's Purple Plastic Pussie Party," a new book by Kevin Henkes. Free, reservations not required. Southfield/13 Mile. Birmingham. (810) 644-1515.

News of special events of interest to shoppers is included in this calendar. Send promotion information to: Malls & Mainstreets, c/o The Observer & Eccentric 805 East Maple, 48009, or fax (810) 644-1514. The deadline is Wednesday at 5 p.m. for publication on Monday.

MONDAY, JAN. 20

Martin Luther King Lecture

Borders Books hosts Abdul-M Aqil, WDTR radio personality and member of the Detroit Historical Society, for a 7 p.m. lecture on Dr. King's impact on Detroit. 13 Mile/Southfield. Birmingham. (810)644-1515.

TUESDAY, JAN. 21

Puppet Shows

Free puppet shows daily — "Mother Goose" through January. Call for show times.

MadisonBrook Village Mall. Adams/University. Rochester Hills. (810) 375-9451.

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-