

SHOPPING CENTERED



Donna Mulcahy

Need new glasses? Fitting rules differ

BY DONNA MULCAHY
SPECIAL WRITER

It's time to clear up some misconceptions — take off the blinders, if you will — about eye-glasses and sunglasses.

That's what Bill Seski thinks. A licensed cosmetic optician, Seski is co-owner of Eyes Right Optical in Farmington Hills and Oak Park.

Before buying his business in 1993, Seski was an eyeglass designer for D.O.C., and before that, he owned a posh optical boutique on Rodeo Drive in Beverly Hills, Calif., so he knows a lot about eye-wear.

One of the misconceptions people have, he said, is that the shape of their face determines what kind of frames they can wear. Basically, he said, there are three face shapes and three frame shapes: oval, triangular and square.

"The old rule of thumb, was that the frame shape had to be the opposite of the face shape in order to achieve balance. So if you had a square face, you'd wear round or oval frames."

However, that was discriminatory, he said, because different face shapes have different connotations.

"When you see a person wearing oval glasses, you instantly think he's intelligent, whether he is or not, because they look very business-like," Seski said.

The new rule: "As long as the eye is in the exact center of the frame, a person can wear any style frame, no matter what the shape is of his or her face."

Another misconception is that if you have a strong prescription, you can't wear horn-rimmed glasses and certain other styles. That may have been true in the past, because strong prescriptions used to mean thick lenses, which didn't look right in certain frames. However, thanks to improved technology, ultra-thin lenses are now available.

A popular trend, Seski said, is to tint the upper and lower portions of eyeglass lenses so that it looks like a person is wearing eye shadow and blush, even when she's not.

As for frame colors, "Shiny metals are out. Antique colors and matte metal finishes are in." A misconception about sunglasses, Seski said, is that bigger is always better. Small lenses can provide more than adequate protection, he said, if the frames fit snug against the face and if the lenses have a good coating to block harmful UVA and UVB (ultraviolet) rays.

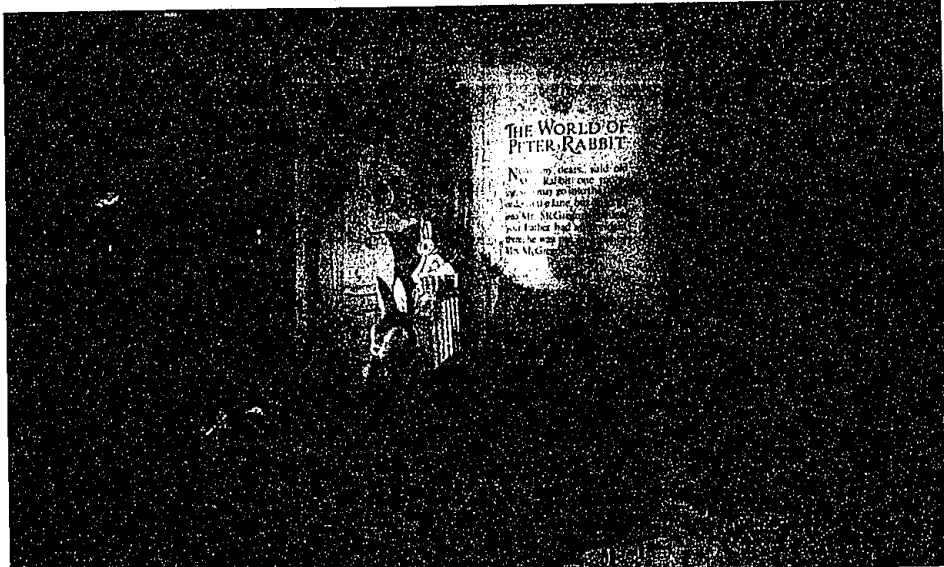
But unless you're willing to spend at least \$40 on a pair of sunglasses, don't wear any at all, he said, because inexpensive sunglasses can cause more harm than good.

He said that sunlight can bleach out the anti-ultraviolet coating on inexpensive sunglasses within a few days. The glasses remain tinted, however, which causes the pupils to expand. This in turn lets more ultraviolet light into the back of the eye where it can damage the retina over time.

Seski offers three reasons why children 16 and under should never wear sunglasses: Their glasses are usually inexpensive and lack the proper protective coating; children can get adequate UV protection just by squinting; and ultraviolet rays are not as harmful to children as they are to adults.

Dr. John Roarty, a pediatric ophthalmologist at Children's Hospital of Michigan in Detroit, said he agreed with Seski on those three counts. "But I wouldn't go so far as to say that children should never wear sunglasses," Roarty said. "If a child is in a high-glare situation — on the snow or on the water on a bright, sunny day, for example — and it will help with the child's comfort, then I don't see a problem with wearing sunglasses."

Sunglasses are regulated to a small extent by the U.S. Food & Drug Administration's Center for Devices and Radiological Health, but the center never tests to see how long anti-ultraviolet lens coatings last. So when it comes time to pick out a pair of specs or shades, go into it with your eyes open.



Storybook settings: Mr. McGregor's Garden takes center stage at Twelve Oaks in Novi where guests enjoy Beatrix Potter tales from giant pop-up books as they wait to visit with Peter Rabbit. The display is enhanced by more than 1,200 flowering plants set throughout the shopping center.

Mall fun to welcome spring



It still may be too early for tulips and daffodils, but business is blooming at the malls with this week's arrival of Peter Rabbit for photos and pre-holiday family fun.

Some call him Peter Rabbit, others the Easter Bunny, but by any name, this furry harbinger of spring stands for mischief, fun and treats. He'll be arriving at most shopping centers Saturday, March 15, greeting shoppers in a garden setting.

Most photo operations begin at 11 a.m. and run through 8 p.m. daily until March 29. Expect to pay about \$7 for a portrait unless you bring your own camera.

Fairlane Town Center, Dearborn: Big Boy's hosts Bunny Breakfasts on March 15, 22 and 29 at 9:30 a.m. for \$3 per child. The ticket also includes a free movie pass for an 11 a.m. film at The Movies at Fairlane.

Also on March 15, a fashion show at noon and a children's craft project "Arts & Scraps" from noon to 4 p.m. A performance of "Where in the World is Carmen Sandiego?" is set for 6 p.m. to kick-off the mall's return to extended hours on Saturdays. Register for any of the events at the Information Desk or call (313) 593-3330.

Lakeside, Sterling Heights: The Easter Bunny arrives on March 16 after a special 10 a.m. program in Crowley's Court. All kids in the audience take home free bunny ears. He'll be available for photos and visits through the month.

Twelve Oaks, Novi: Performances of "It Might As Well Be Spring," by the Children's Theatre of Michigan at 1 and 3 p.m. on March 15 and 22 in Center Court. Peter Rabbit visits held in a storybook setting. The mall has been "potted" with more than 1,200 flowering plants.

Westland Center: The Easter Bunny poses with children through March 29 from 11 a.m. daily.

Livonia Mall: Ron Caden (former star of the T.V. show "Hot Fudge") presents a sing-a-long family show at 11:30 a.m. He'll introduce the Easter Bunny at noon on stage near Crowley's. Full-color instant photos are \$6.95. There is a gift for each child who visits through March 29.

Tel-Twelve Mall, Southfield: Marc Thomas and guitarist Dickie Lee provide a family concert with special appearances by Max the Moose and the Easter Bunny. 11 a.m. in Center Court. Photo operation.

Summit Place, Waterford: Easter Bunny photos in the Grand Court through March 29.

Wonderland Mall, Livonia: The Cyberspace Safari exhibit ties into a welcoming of the Easter Bunny after special shows on March 16 at noon, 2 and 4 p.m. in Center Court. Bunny photos and Cyberspace Expressa rides for children through March 29.

Northland Center Southfield: The Easter Bunny arrives Friday, March 14 for photos and visits. He'll give each visitor a take-apart egg with a sticker inside through March 29 in Center Court.

Oakland Mall, Troy: The Easter Bunny will be available for photos beginning March 15 in JC Penny court.

Meadowbrook Village Mall, Rochester Hills: Maureen Shiffman, puppeteer and storyteller, presents a spring program at 11 a.m. 1

and 3 p.m. The Easter Bunny appears after 11 a.m. show. Photos available through March 29.

Great Oaks Mall, Rochester Hills: On Saturday, March 22 Mochus Restaurant caters a bunny breakfast at 9 a.m. \$10 per person includes photo. From noon to 4 p.m. kids can bring in a basket to use in the mall parade collecting candy from each store. (810) 660-1688.

Bunny Breakfasts: The Community House in Birmingham hosts 8th annual family event, Saturday, March 22 at 9 a.m. \$8 per person. Visit the Easter Bunny, have your face painted, receive a goody bag. Tickets at Chamber of Commerce Office, 124 W. Maple; Community House 380 S. Bates; or by phone (810) 644-1700.

Hudson's hosts a spring ski and bunny visit at Marketplace Restaurants beginning at 9 a.m. \$8 per person; March 16 at Twelve Oaks, Novi; March 22 at Westland and Southland; March 23 at Oakland Mall in Troy, Lakeside in Sterling Heights and Somerset Collection North. Troy, March 29 at Fairlane Town Center, Dearborn, Northland in Southfield and Eastland in Harper Woods.

— Susan DeMaggio

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) 644-1314. The deadline is Wednesday at 6 p.m. for publication on Monday.

SUNDAY, MARCH 9

Cyberspace Safari

Explore the Internet and discover facts about dinosaurs through a program running until April. Co-sponsored by The Detroit Science Center and seven computer-related companies. Fees. Reservations suggested. School groups welcome. Near Service Merchandise entrance.

Wonderland, Plymouth/Middlebelt, Livonia. (313) 577-5400, ext. 417.

Arts/Crafts Show

Browse amid hundreds of spring items for the home and gift-giving. Also, Girl Scout Cookie sales near Radio Shack and Ruby Tuesday entrances.

Summit Place Mall. Elizabeth Lake/Telegraph. Waterford. (810) 682-0123.

TUESDAY, MARCH 11

Great American Lock-Up

"Arrested" folks, friends and co-workers, raise money for "ball" and the American Cancer Society in Kohl's Court through March 14 from 9 a.m. to 5 p.m.

Summit Place Mall. Elizabeth Lake/Telegraph. Waterford. (810) 682-0123.

Man's Big/Tall Trunk Show

Rochester Big & Tall hosts Special Orders Week for clothing by Jack Victor, Hickey-Freeman, Cessarani, Individualized Shirts and Remy

ADDED ATTRACTIONS

Leathers from 10 a.m. daily. Hard-to-fit men can make appointments for fittings, or just stop in to see the collections.

26300 Southfield, Lathrup Village. (810) 669-4144.

Meet Ron Goldman's Family

Borders Books & Music hosts a visit by the family of Ron Goldman at Noon. A portion of the proceeds from their book "His Name is Ron: Our Search for Justice," will benefit the Safe Streets Coalition.

30995 Orchard Lake, Farmington Hills. (810) 737-0110.

Ungaro Show/Benefit

Sake Fifth Avenue presents an exclusive preview of EMANUEL/Emmanuel Ungaro Libre spring collection beginning at 5:30 p.m. on the Second Floor. Cocktails/Hors d'oeuvres. Runway show. Informal seating. Tickets \$25. Benefactors \$50. Program to benefit the Junior League of Birmingham's support of abused and neglected children. The public is invited to attend.

Somerset Collection South.

Big Beaver/Coolidge, Troy. (810) 614-3317.

WEDNESDAY, MARCH 12

Designers visit

Henri Bendel's hosts a visit by trendy New York Handbag designer/manufacturer Kate Spade from 11 a.m. and on March 13 Ron Rizzo arrives with his semi-precious jewelry design collections.

Somerset Collection North. Big Beaver/Coolidge, Troy.

(810) 816-8572.

Walkers Meeting

Christi Blue from Bath & Body Works discusses new products and Patty Hughes from Major Mortgage talks about reverse mortgages. 9:15 a.m. Lower level auditorium. Free.

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

THURSDAY, MARCH 13

Spring Trunk Show

Artist Jennifer Sly Kirk presents her spring art clothes from noon to 7 p.m. at the Apple Tree Room shop.

32749 Franklin Road, Franklin Village. (810) 851-9862.

SATURDAY, MARCH 15

Coba Builders Show

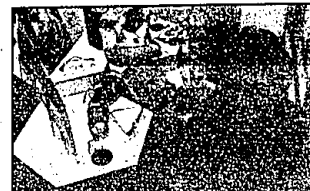
Look for the orange awnings on Home Depot's 2,500-square foot booth at Michigan's 19th annual home and garden show. It'll have a waterfall and pond, plus garden equipment to try out through March 23 from 2 p.m. daily, 11 a.m. to 10 p.m. Saturdays, 11 a.m. to 6 p.m. Sundays. Admission \$6.50 adults. Presented by the Building Industry Association of Southeastern Michigan.

Coba Hall, Detroit. (810) 737-4478.

Prom Seminar

Hudson's Kathy Remski hosts a fashion seminar about prom's hottest looks, 1 p.m. Door prizes. Seating limited. Complimentary. Repeated on March 22 at Somerset Collection North. Troy and on April 5 at 1 p.m. at Oakland Mall store in Troy.

Twelve Oaks, 12 Mile/Novi, Novi. (810) 344-6800.



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