

MALLS & MAINSTREETS

Sunday, June 22, 1997

B6



Fore! Adrienne Vittadini offers cotton separates at Jacobson's, from \$39. Kunnan Lady Ascente Graphite club from set for \$369 at Bavarian Village.

Stylish swings in new golf wear

BY DONNA MULCAHY
SPECIAL WRITER

When Karen McCarty, 26, of Birmingham took up golfing three years ago, she liked everything about the game except the clothes for women.

The golf clothes she saw at pro-shops and department stores were either too ornate (with matching embroidery on the collars and sleeves and pockets) or they looked like a female version of men's apparel.

Either way, they were too mature-looking for her and not all what she wanted to wear.

She tried to find some regular, summer street-wear to fit the bill, but couldn't find any shorts that were long enough to meet the dress code of the golf course she used.

"I just wanted something simple and youthful looking, that was also appropriate, but I couldn't find anything like that," she said. "And it wasn't just me. Other female golfers I knew were having the same problem."

McCarty, who studied fashion in college after graduating from Seaholm High School in 1989, saw a market ready to be tapped. She decided to open her own company, Sugar Mag Designs, Inc. The company, named after a Grateful Dead song, specializes in women's golf apparel.

The clothes are designed by McCarty in her home and are made on the east coast. McCarty markets them through a catalog and trunk shows. She began working on Sugar Mag's Summer 1997 line of clothing last year, and it was unveiled at the PGA tour stop in Orlando, Fla. in January.

Among other things, the line includes casual shorts, flirty A-line skirts, "Tomboy" shorts, and, as McCarty describes them, "hip hanging man-tailored trousers."

Fabrics include sporty seersuckers, stripes, plaids, fresh florals, bold opalescent nylons and "soft sea kiss micro-twill," McCarty said. All of the fabrics are wrinkle-free, she added.

Originally, her target market was women in their 20s and 30s. But she's found that women of all ages like her clothes, which come in sizes 2 through 12 and small to extra-large.

For more information about Sugar Mag, call (248) 694-9255 - or stop by the Community House in Birmingham for a trunk show June 22-23 from 2-6 p.m.

Beverly Rice, senior vice president of fashion merchandising strategy for Jacobson's department stores, said that women's golf apparel has gradually become more fashionable over the last five years.

"It doesn't just look like play-wear anymore," she said. "It looks more sophisticated."

For proof of that, she said, just look at the offerings from such major designers as Tour de Femme, Adrienne Vittadini, Liz Claiborne and Lauren. They all make women's golf-wear that looks equally well on the golf course, in the club house, or about town.

Rice said she thinks the trend toward more fashionable golf apparel is due to the market demand, the examples set by pro-golfers, and the development of stronger, breathable, color-fast fabrics that not only look good, but feel comfortable, too.

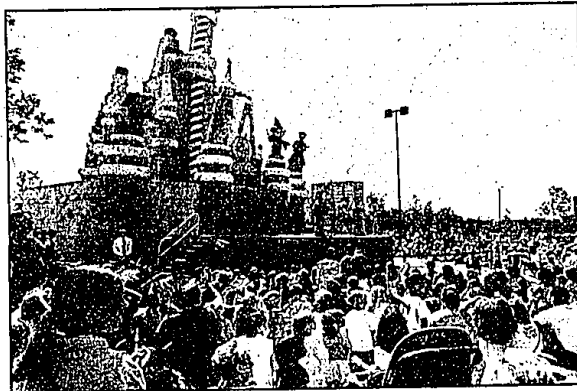
Speaking of colors, Rice said that lime green is "in" this year, as are Caribbean prints and floral patterns. White and pink are also popular colors for golf apparel, because they show off a golfer's tan well, she said.

Trendy styles for female golfers this year include crocheted, short-sleeve sweaters and tops with zippers, she added.

Rice said that women should expect to pay \$200 to \$300 for a basic golf wardrobe, consisting of a shirt, vest or sweater and a pair of walking shorts.

"You can do things for less," she said, "but I think you should look at it as an investment. I really don't believe in throw-away clothes. When you buy a piece of clothing, it ought to look smart and be well-made and last."

Rice said she expects the assortments from golf apparel designers to keep getting better and better, as more young women take up the sport.



Disney Magic Tour stops by Somerset

Mickey Mouse came to Troy, June 14-15, with a stage show extravaganza featuring a 68-foot tall Cinderella Castle Cake to celebrate the 25th anniversary of Walt Disney World in Orlando, Fla.

The weather was perfect for the outdoor program held in the parking lot in front of Hudson's at Somerset Collection North. Hundreds of guests enjoyed live, musical shows plus related programs throughout the shopping center. Belle from the animated film "Beauty and the Beast," provided story hours across the skywalk in the Somerset Collection South rotunda.

Special visitors included (right) Meagan Whitney, 2, of Livonia, and her aunt Karen Zaidan of Troy.

Toddlers will also enjoy two events at the mall on June 28 - a story hour at the Great Train Store beginning at 9 a.m. and Thomas the Tank Shining Time Playtime from 11 a.m. to 3 p.m. at the WTVS Store of Knowledge.

PHOTO BY BILL HANSEN



Employee toasts 50 years at Hudson's

BY DONNA MULCAHY
SPECIAL WRITER

The staff and management of Hudson's in Westland went all out recently to help Lillian Fotiu celebrate 50th year as a sales associate with the company.

On June 14, a message congratulating Fotiu was up on the marquis in front of the Westland Center.

"A friend and I went out and sneaked a peek as it was going up,

and I thought it was a great honor," said Fotiu, who works in the store's moderate sportswear department. Little did she know, but that was just the beginning.

She was greeted with a surprise party when she arrived for work on June 16, her anniversary date. The people in Fotiu's department gave her a big cake and a dozen roses. The people in personnel gave her an engraved crystal clock. She also

received a bouquet of flowers and a copy of the June 1947 issue of the newsletter for Hudson's Downtown Detroit store, where she started her career.

Fotiu also received a corsage and was treated to a special lunch at the Westland store's restaurant, with several of the store's managers.

"I was surprised, and I just want to thank them all from the bottom of my heart," she said.

Fotiu started working at Hudson's Downtown store soon after graduating from Detroit's Mackenzie High School.

"I heard it was a good place to work," she said, "and they had at the time two openings. One was at a juice stand and one was in children's shoes. I picked children's shoes."

She was a sales associate in that department in the store's bargain basement, for 19 years. She then moved to the Westland store, where she held the same position.

In 1987 the bargain basement closed and Fotiu thought it was time for a change. She asked to be transferred to women's clothes and has been working in the moderate sportswear department ever since.

"She's great," said Gloria Anthony, manager of that department. "A lot of our guests know her and ask for her."

Anthony also said that Fotiu has a

great sense of humor, never calls in sick, and is always willing to help others.

She said she's had women come in to her and tell her that she used to wait on them and their children in the shoe department at the downtown store.

"Usually," she said, "they tell me what their children are doing. But one time, a lady brought her grown daughter who was in college, and I just thought, wow, time flies by."

Indeed it does.

She's seen lots of changes over the years. For example, when she started, four cashiers shared the same cash register and they each had their own cash drawer in the bottom of the machine. They had to figure out their hands how much change a customer was owed, because the cash register wouldn't do that.

Now, she said, she works on a computerized cash register that keeps track of more things than she ever could have dreamed of back then.

One of her favorite memories of the downtown store, was how on Flag Day, workers would unfurl the largest flag in the world.

"It covered the entire length of the building," she recalled.

Has she plans to retire, soon?

"I don't know," she said, laughing. "Right now I'm just taking it one day at a time."



Golden girl: Lillian Fotiu poses with her name in lights?

News of special events for shoppers is included in this calendar. Send information to: Malls & Mainstreets, c/o The Observer & Economist, 305 East Maple, 48003; or fax (248) 644-1314. Deadline: Wednesday 5 p.m. for publication on Sunday.

SUNDAY, JUNE 22

German days
Bands, dancers and authentic foods celebrate the German heritage at Olde World Canterbury Village.

Exit 23 off I-75, Lake Orion.

(248) 321-5760.

Dinosaur exhibit

"Blast from the Past" features eight moving, roaring dinosaurs in natural setting, plus related activities, information booths, and classes by Cranbrook Science Center staff for school groups through July 7. Co-sponsored by Blue Cross Network, Cranbrook and the Mall. Dinosaurs by Kokoro Dinosaurs of Los Angeles.

Oakland Mall, 14 Mile/John R. Troy.

(248) 585-4114.

MONDAY, JUNE 23

Summer cruise in

Bring your car, camera, family and appetite for discount dinners and entertainment coupons. Use Adams Road North entrance. 4:30-6:30 p.m. Repeated July 29 and Aug. 25. Prizes for best street machine, muscle car, restored car etc.

ADDED ATTRACTIONS

Meadowbrook Village Mall.

Adams University, Rochester Hills.

(248) 362-1370.

WEDNESDAY, JUNE 25

One man show

"The Amazing Zeemo" performs at 1 p.m. on stage near Crowley's. See feats of aerial dexterity, juggling, yo-yoing, balancing and lots of comedy.

Livonia Mall, Seven Mile/Middlebelt.

(248) 476-1160.

Entertainment On Us

Country Night from 6:45-10:45 p.m. with headline Rodde Drive and special guest Suzie Dickstein. Free.

Kellogg Park, Ann Arbor Trail/Main. Plymouth.

(313) 455-1453.

THURSDAY, JUNE 26

Summer Park Concert Series

Bring a picnic supper, lawn chairs or a blanket to enjoy a free concert by Birmingham-Bloomingfield Symphony Orchestra conducted by Felix Remick, 7:30 p.m.

Shain Park, Bates/Townsend, Birmingham.

(248) 433-3550.

FRIDAY, JUNE 27

Summer Concert Series

Horizon presents the sights and sounds of Motown hits. 7:30 p.m. Gazebo. Bring lawn chairs/blankets. Free.

Village Commons/Grand River. Downtown Farmington.

(248) 473-7283.

Summer Music Series

Blues Night featuring The Regular Boys, 6:45-10:45 p.m. Free.

Kellogg Park, Ann Arbor Trail/Main.

(313) 455-1453.

SATURDAY, JUNE 28

Sewing seminar

16th annual day of workshops, demonstrations, product sampling, speakers on sewing. \$60 per person. Optional lunch \$8.50. Call for complete details, reservations.

Southfield Center for the Arts, Southfield Road/South of 10 Mile.

(248) 424-9042.

Farmer's Markets

Both downtown Plymouth and Farmington offer fresh produce, bakery goods, flowers and herbs, plus much more through Oct. 25. Hot coffee and cold lemonade in Plymouth's gathering across from Kellogg Park, Ann Arbor Trail/Main.

(313) 453-1540.

Farmington, Grand River/East of Farmington.

(248) 473-7283.