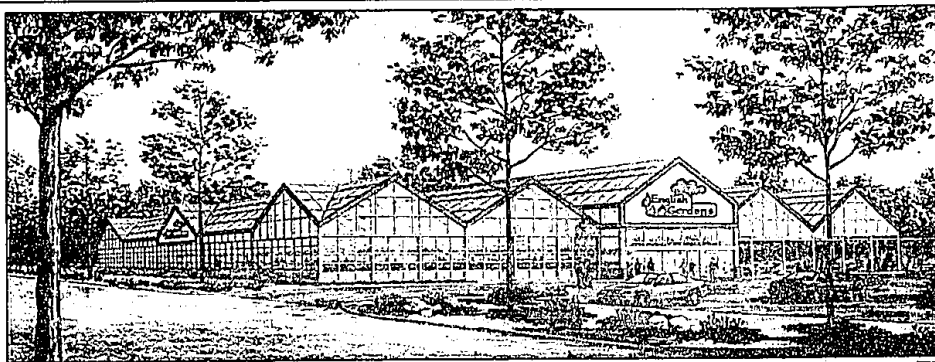


## Store number five

**Royal Oak address:** English Gardens plans a spring 1998 opening for a store on Coolidge between 14 and Maple. The facility will include 20,000-square feet for greenhouse items, an additional covered 20,000-square feet for outdoor items including Christmas trees, and 46,000-square feet of outdoor area with spaces for 160 cars. Features of the Royal Oak store include a computerized Plant Diagnosis Center, a Computer Automated Design system for color elevations of landscape plans, and a coffee/bagel cafe with indoor and outdoor seating.



## RETAIL DETAILS

**Retail Details** features news briefs from the Malls & Mainstreets beat compiled by Susan DeMaggio. For inclusion, send information to: Retail Details, c/o The Observer & Eccentric Newspapers 805 E. Maple, Birmingham, MI 48009, or fax to (248) 644-1314.

### Paws for a visit

Hudson's stores present the Detroit Tiger Mascot "Paws" for visits and pictures with shoppers. Look for him on July 19 at Twelve Oaks, Novi from noon to 1 p.m.; on July 20 at Westland from noon to 1 p.m.; and on Aug. 23 at Lakeside in Sterling Heights from 3-4 p.m.

### Store relocates

Sheets, the ultimate paper store, has moved from S. Washington to 210 Studio A West Sixth Street in Royal Oak. According to owners Ellen Shook and Tim Markaitz the shop has more than 600 different decorative paper in stock, envelopes, ribbons, journals, pens, seals and paper weights in stock. Reach them by calling (248) 541-5530.

### New photo concept studio

Everything Digital, the first retail digital photography studio in Oakland County to use digital cameras and computers to capture images, according to president Jim Hendin, is open at 4550 Dixie Hwy. in Waterford. Traditionally film and chemicals were needed to produce a photograph, but ED has simplified the process using a digital camera, computer disk and special software. A photo can be processed instantly and retouched without the subject returning to the studio. For more details, call (248) 674-1818.

### Salon supports sun-kissed hair

Salon Bellissima in the Simsbury Center, 14 Mile and Orchard Lake Road in West Bloomfield, suggests a new technique to add warmth to hair. By applying "Summer Colors" like caramels, wheats, golds and Auburns, clients add depth and make their hair color "pop" according to stylists. Inquiries welcome at (248) 851-5569.

### New sales associate

Tender, a specialty women's boutique at 271 West Maple in Birmingham, welcomes Liz Belkin to their team. Belkin grew up in the fashion world and graduated from Boston University. She recently completed the Bloomingdale's training program in New York City.

### Souper facts from Campbell's

Approximately 325 million cans of Campbell's Cream of Mushroom Soup are sold each year. Of the top-selling six dry grocery items in supermarkets nationally, there are Campbell's Soups: Chicken Noodle, Cream of Mushroom and Tomato soups rank 1, 2, and 6 respectively. The company sells more than 700,000 tons of soup each year.

### New at Fairlane

Four retail concepts have opened recently at Fairlane Town Center in Dearborn: Pager America, Stressbusters, Zales Jewelers and Kay Jewelers. At Stressbusters, shoppers can get a three-minute neck, back and shoulder massage for \$3. "Customers walk out with a spring in their step and a smile on their face," said owner Jay Morton, who transformed his service to corporate America into an on-the-spot back rub for stressed-out managers.

Pager America sells wireless communicators of all types.

Target gives helping hand with "Education Initiative"

Target invites shoppers to call a toll-free line to begin having 1-percent of their charge card purchases filtered to the school of their choice. Through the "Take Charge of Education Program" the retailer hopes to offer its support to local communities and their children. For complete details about Target's "All-Around" scholarships, school fundraising or opening a new charge card, call 1-800-316-6142.

### Dream Cruisers plate available

The Woodward Dream Cruise committee unveiled a collector's license plate for cruisers. It's handcrafted from fired porcelain, featuring the 1997 logo and is absolutely limited to 1997. It sells for \$24.95 by mail order (Michigan residents add 6% sales tax) plus \$4.95 shipping and handling. The Woodward Dream Cruise is set for Saturday, Aug. 16 beginning at 10 a.m. To place an order call or write Don Sommer Fine Art, Inc., WDC Collector's Plate, P.O. Box 32824, Detroit, MI 48232, phone 1-800-819-0011 (days) and 1-800-792-7866 (evenings/weekends).

### Fash Bash tickets on sale

Ticket's for Detroit's 28th annual preview of the fall season according to Hudson's "Fash Bash," go on sale June 16 for \$150, \$35 and \$25 by calling (313) 833-2323. Proceeds from the Wednesday, July 30 event will benefit the Founders Junior Council of the Detroit Institute of Arts.

The fun begins at 6 p.m. with a pre-party and live auction of one-of-a-kind merchandise and events at the State Theatre. The party moves next door to the Fox Theatre for Hudson's theatrical fashion presentation about 8 p.m.

Post parties feature Detroit's most-fashionable enjoying dessert and the show. For more details call the Fash Bash hotline (313) 833-6760.

### Walk like an Egyptian

Teaming with the DIA to promote the current *Splendors of Ancient Egypt* exhibit, Borders Books at 13 Mile and Southfield in Birmingham, offers two programs for children. On July 17 at 3 p.m., kids can make a cylinder seal to take home. The seals are made in Egypt to prove ownership or authority. On Aug. 14 at 3 p.m., guests can make amulets from clay like the ones worn by Egyptians for protection and adornment. For more details call (248) 644-1615.

### Lisa Parks Knits closes shop

Lisa Parks Knits, a Birmingham boutique specializes in handknit sweaters and unique accessories, will close Sept. 1 according to owner Lisa Parks.

"It's time for a major change in my life," Parks said. "I believe everyone has to evaluate their life every four-five years. I've graduated from this part of retailing. My customers have 10-15 sweaters in their closet. I have a wonderful opportunity to sell my sweaters nationally, which has been my life-long goal. I can't keep working at the store retail hours and design, manufacture and promote my designs nationally at the same time."

"One door closes, another opens - that's the story of my life. That's the history of retail," Parks said.

Parks began selling sweaters from her home in 1982. Her colorful storefront on East Maple has been a Birmingham landmark since 1988. She opened her first store in the second story loft. The Ron Rhea-designed store was an instant hit. It paved the way for other retailers to sell merchandise in a creative environment.



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July 16 - 9:30 AM

Bill Knapp's Restaurant  
27925 Orchard Lake Road  
Farmington Hills  
July 23 - 2:00 PM

Bill Knapp's Restaurant  
2078 E. Big Beaver Road  
Troy  
July 17 - 2:00 PM  
July 24 - 2:00 PM

Bob Evans Restaurant  
26245 Telegraph Road  
Southfield  
July 24 - 2:00 PM

Bakers Square Restaurant  
26660 Greenfield Road  
Oak Park  
July 17 - 2:00 PM

Bakers Square Restaurant  
825 Bowers Street  
Birmingham  
July 17 - 9:30 AM  
July 24 - 9:30 AM

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