

Malls & Mainstreets

Farmington Observer

Section B

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Q & A

Jeffrey solves beauty puzzles

Q. What is beauty?

A. Beauty to me has always been someone doing the most with what she has. In other words, someone who is beautifully groomed (hands, feet, fragrance, hair).

Go to a professional to determine the look that best suits you. Ignore the faddish, and develop a classic look that will show you at your best, and give a signal as to how you feel about yourself, and what kind of person you are. Consider your appearance to be your business card, since your terrific personality is not the first thing that people see.

When you think of beauty, most of you will think of the Michelle Pfeiffer, the Candice Bergen, etc., and while these are great women to look at, I'm more intrigued by women like Angelica Huston and Paloma Picasso. In Paloma's case, this is not a stereotypical beauty, but she does the most with what she was given, and has developed a wonderful style. With somebody like Angelica, you just know that she will look outstanding in 20 or even 40 years.

Q. I have read that the older you get, the less make-up you should wear. Any truth to this?

A. Now what do you expect me to say? If make-up is designed to cover flaws, and to accentuate the positive, then it stands to reason that the older you are the more help you will need. You will probably need more foundation, more powder, but you will need to apply it better, otherwise everyone will look at what you are trying to cover up.

When a client calls me for a makeover, I always tell them "If you are coming to me to be made up, save your money and stay home. If you're coming to learn how to do your make-up, or to update your make-up, then we're on the same wavelength."

Q. There are so many "rules" about makeup. I have read in magazines, and heard "experts" on TV. How do I know who to believe?

A. Consider the source. Credentials are everything. I remember Marilyn Turner asked the same question of me on Kelly and Co. I said, "Look at the work. Is it something I can carry off? Does it look like a made-up face or will I look like myself, only better?" If you keep that in mind, then you can evaluate any of the so-called rules that you come across.

Q. How do I find a good plastic surgeon? What is the latest in surgical techniques?

A. I received a few questions about this subject, and I have combined them into one answer. As many of you already know, I am a big proponent of cosmetic surgery, having undergone some myself, but I am not qualified to give you specific advice. I would rather you auditioned a few surgeons that you have had recommended to you. I will tell you though that great work is being done locally, and that it is no longer necessary to go to New York City or California to get the best results.

Q. Do you do makeovers yourself, or do you rely on your salon?

A. The answer is both. I still visit many locations around the Detroit area, and have great trained staff in each of the salons to carry out the work. This year I have personally been doing the work myself, in the privacy of one of the suites at the Townsend Hotel in Birmingham.

I usually do two sessions a day, and while they are not one-on-one, I restrict the number of women to five at each session. I personally make you up, teach you how to do it yourself, involve you in a detailed skin care lesson, and then make suggestions about your hair, style, color, cut, perm, etc. In answer to your next question, the minimum purchase is \$125, all of which goes towards my Jeffrey Bruce also-based products used on you that day.

For more information, or to book a private makeup session with Jeffrey, call 1-800-944-6588.

Spooky things are happening at the malls this week!



Bewitching magic: Doug Scheer helps Gruzelda (a witch school dropout) learn to fly. Catch the complimentary stage act, Saturday, Oct. 25 at 4:30 and 6:30 p.m. on the Fountain Stage in Fairlane Town Center, Dearborn. See the Added Attractions calendar below for a complete run-down on mall holiday events in this issue and next Sunday, Oct. 26. Many of the local shopping centers will welcome trick or treaters, plus offer puppet shows, sing-a-longs and costume parades to round out seasonal festivities.

Discount card aids families in poverty

The Lovelight Foundation, established in 1993 to develop programs that work to alleviate poverty issues for women and children, partnered with the Somerset Collection in Troy to begin its first major fund-raiser — The Power Card.

Modeled after a successful fund-raiser developed by The Family Place, a Dallas-based non-profit, The Power Card creates a win-win-win situation. Shoppers purchase The Power Card for \$50 (all of which goes to benefit the Lovelight Foundation program) and then for a one-week period, Power Card holders receive a 20 percent discount on regularly priced merchandise at more than 60 participating Somerset Collection retailers and restaurants. Meanwhile, retailers will enjoy an increase in pre-holiday sales.

According to Lovelight co-founders Julie Fisher Cummings, Denise Ilitch Lites and Susan Stoner Kleinpell, consider the numbers one Dallas merchant experienced during the promotion held in the same week of November each year

beginning in 1993: \$186,000 in sales in first year; \$282,000 in second; \$397,000 in third, and during the final hour of the 1996 promotion: \$28,000 in sales — the equivalent of a typical full Saturday in the summer.

This is the first year that both the Lovelight Foundation and the Somerset Collection have been involved in a program of this nature, and this is the first promotion of its kind in the state of Michigan.

The Power Card may be purchased now through Oct. 25 from the concierge desk at the mall, or by calling the Lovelight Foundation. Cards to raise \$150,000 for programs like Camp Bold Eagle, Share Our Strength Kids Upfront and Summer Grow and Learn Camps.

(313) 874-2100. Cards will be ready for pick up from the concierge desk at participating Somerset Collection retailers from Oct. 25-Oct. 31.

The Lovelight Foundation expects to sell 3,000 Power Cards to raise \$150,000 for programs like Camp Bold Eagle, Share Our Strength Kids Upfront and Summer Grow and Learn Camps.

ADDED ATTRACTIONS

(248) 626-2449.

Pumpkinfest

6th annual party with fun for the family through Oct. 26. Olde World Canterbury Village. 1-75 exit #83. Off Joslyn Lake Orion. (248) 391-5700.

Annual Antiques Show

More than 30 dealers offer items through Oct. 25 from 10 a.m. Admission \$5. Gift boutique, bake sale. Franklin Community Church, Wellington. (248) 851-5438.

SATURDAY, OCT. 25

Final week for Farmer's Market

Both downtown Plymouth and Farmington offer fresh produce, bakery goods, flowers and herbs, plus much more through today. Hot coffee in Plymouth's gathering area from Kellogg Park. Plymouth, Ann Arbor Trail/Main. (313) 453-1640.

Farmington, Grand River/East of Farmington.

Gardens host fall sale

Cranbrook Gardens Auxiliary presents its 25th annual fall sale 10 a.m. to 7 p.m. with natural wreaths, potpourri, hand-painted ball ornaments, spring and forcing balls, boutique items, orchids, cacti, and exotic greenhouse plants. Gardening author Marty Hair will be on hand for book signing. Proceeds help maintain the surrounding 40 acres. 380 Lone Pine, Bloomfield Hills. (248) 645-3149.

Family Fun

Magic of Doug Scheer and his sidekick Gruzelda with lessons on studying hard and good habits. 4:30 and 6:30 p.m. in the mall's Fountain Court. Free,

Planner stores take on life issues

The new "Franklin Covey 7 Habits Store" chain (formerly known as Franklin Quest) is being refocused and expanded to provide a wide selection of products the company calls "tools for effective living."

Their "whole life" approach to merchandising includes inspirational and motivational books, tapes, posters and greeting cards that can help consumers improve all areas of their lives — not just in business or at the office.

Locally the 7 Habits Stores can be found at: Twelve Oaks, Novi; Briarwood, Ann Arbor; Lakeside, Sterling Heights; Somerset Collection North, Troy; Troy Corners, and Fairlane Meadows, Dearborn.

Rarely can a business organization claim their clients are "passionate" about their products, but Franklin Covey points to the results of a recent survey "America Speaks," which reveals that 92 percent of Americans long for a return to ethics and personal responsibility.

To further the cause, the 7 Habits Stores will carry, not only the combined product lines of the former Franklin Quest Co. and Covey Leadership Center organizations, but will also stock an additional 300 products from other sources.

Renowned authors such as Tom Peters (The Pursuit of WOW), Peter Senge (The Fifth Discipline), John Gray (Men Are From Mars, Women Are From Venus), and Dr. Laura Schlesinger (10 Stupid Things Women Do To Mess Up Their Lives) are among many others who will be featured in the new Franklin Covey 7 Habits Store.

"The important difference is that all our products will reflect the Franklin Covey belief in the power of principles to improve your life," explained Stephen Covey, CEO. "Our research shows that ethics and character are highly regarded. People want to keep their promises. They want to be more organized."

"They feel that parents need to spend more time with their children. They want to be better prepared for the roles they play in life. And they want to give back to their communities. At the same time, people — especially women — feel they don't have enough time."

Franklin Covey Company provides solutions to help individuals and organizations use proven principles to increase effectiveness, build trust, improve performance, and strengthen relationships. They develop and distribute intellectual property products, training and educational services, and train more than 750,000 people each year.

More than 15 million people use Franklin organizers, planners and training products printed in 28 languages throughout the world.

News of special events for shoppers is included in this calendar. Send information to: Malls & Mainstreets, c/o The Observer & Eccentric 805 East Maple, 48009; or fax (248) 644-1314. Deadline: Wednesday 5 p.m. for publication on Sunday.

SUNDAY, OCT. 19

Photo Exhibit

Monte Nagler's work on display throughout the mall until Oct. 26. A student of the late Ansel Adams, Nagler is currently a photography teacher and author of two books on the subject.

Meadowbrook Village Mall.

Walton/Adams, Rochester Hills.

(248) 376-9451.

THURSDAY, OCT. 23

Charity Shopping Day

Liz Claiborne and Elizabeth Shops nationwide will donate 10-percent of today's sales from 10 a.m. to 9 p.m. to benefit local domestic violence agencies. In addition, through October, the stores have two items for \$25 silver bracelets and a T-shirt, \$10 for sale with all proceeds going to programs that address domestic issues. This marks the 6th year this event has taken place.

Somerset Collection South, Troy.

Twelve Oaks Mall, Novi.

(248) 649-4343.

Designer visits

Jewelry designer Lisa Jenks greets Tupper's shoppers during regular business hours.

Orchard Mall, Maple/Orchard Lake, West Bloomfield.

(248) 932-7700.

FRIDAY, OCT. 24

Lily bulb sale

Michigan Regional Lily Society bulb sale 10 a.m. to 6 p.m. Repeated Oct. 25 from 9-4:30 p.m. Congregational Church of Birmingham.

Woodward at Cranbrook.

part of October Saturday's Family FunCentral series. Series also includes morning breakfast and movie, tap dancing lessons through Oct. 25: 1 p.m. (6-8 year-olds) 2 p.m. (9-14 year-olds) 3 p.m. (all others) on mall's lower level near Hudson's; Arts & Scraps project on lower level near Lord & Taylor Court.

Fairlane Town Center, Michigan/Southfield Fwy.

(313) 593-1370.

Kids Halloween project

Children invited to make a fun cart to take home 1-3 p.m. in H Court. Supplies courtesy of mall merchants.

Livonia Mall, Seven Mile/Middlebelt.

(248) 476-1160.

Kids holiday fun

Jacobson's hosts costume parade at 1 p.m. with a magic show following at 2 p.m. in mall's Center Court. Children receive a pumpkin with each garment purchase.

Great Oaks Mall, Livernois/Walton, Rochester Hills.

(248) 651-6000.

Men's designer visits

Meet Alan Flusser presenting his made-to-measure fall collection at Saks Fifth Avenue 10 a.m. to 6 p.m.

Somerset Collection South.

Big Beaver/Coolidge, Troy.

(248) 643-9000.

SUNDAY, OCT. 26

Spooktacular Band Performance

Farmington Community Band performs with Halloween hijinks at 3 p.m. Free concert.

Twelve Oaks, 12 Mile/Novi, Novi.

(248) 348-9438.