

## Noted designer looks at style icons



Spot shoppers: Aisleway Market, a cart at Summit Place.

### Kiosks, carts add appeal

BY DONNA MULCAHY  
SPECIAL WRITER

Ever wonder about mall carts? I don't mean shopping carts. I mean the big wooden carts or larger glass-enclosed kiosks, located in the center of mall aisles, from which vendors (often the mom & pop type) sell their wares.

So have you ever wondered what it's like to have one? Or why malls have them (especially if they have available storefronts)? Or if it's safe to buy something from one of them?

I have. And if you have, too, then here are some answers.

Summit Place Mall in Waterford has the highest number of retail merchandise units (RMUs) — a technical term for mall carts and kiosks — in Southeast Michigan, said the mall's General Manager Joseph Tyree.

During the Christmas season, it has about 30 RMUs and during the rest of the year it has about 20, said Lisa Chaben, specialty leasing agent for Summit Place and for Tel-Twelve Mall in Southfield (which only has about five because of lack of space). Tyree said he brought the RMU program to Summit Place when he started working there about five years ago, and that it's a "win-win" situation for everyone involved.

#### SHOPPING CENTERED



DONNA MULCAHY

It's good for customers, he said, because it gives them a greater mixture of things to choose from.

It's good for entrepreneurs, because it gives them a way of testing their market and products with low start-up costs. At Summit Place, it costs \$800 a month to rent a cart. That includes electricity, a sign and sometimes a phone. The only other major expense is the cost of buying inventory.

And, it's good for the mall, because it adds atmosphere, is a way of bringing in additional revenue and of "growing" businesses so that maybe they will rent a storefront someday.

Several of the stores at Summit Place, including Bella Luna, Outta Control and Java Brew Bakery, started as carts or kiosks there, Tyree said.

He credits the success of the mall's RMU program with Chaben's aggressive promotion of it. She goes on scouting missions at arts fairs, looking for people who are selling unusual items and encouraging them to open a place at the mall.

And when she goes to trade shows, she keeps an eye out for new merchandise that might be good for the mall's existing carts and kiosks to sell.

"I do everything I can to help them succeed," she said. "I want them to succeed. And it's really exciting to see people who are starting out with little money — most of the time — and watching their businesses grow."

People like Sherry and James Gillen, a young married couple in their 20s, who have two carts at Summit Place: *Just for Fans*, which sells merchandise related to Michigan sports teams, and *Designer Tre's*, which sells Tahitian Sherry, who had prior retail experience, and James, who was in the culinary arts field, opened their first cart at Summit Place in February 1997. Their merchandise back then, which included music boxes, didn't sell as well as they hoped. So they experimented with other things until they found something that worked.

They opened their second cart about three months ago and hope to have a storefront some day, they said.

The question they hear most often from customers is, "How do I know you're still going to be here, if I want to return something?"

"All we can tell them is how long we've been here and that we plan on still being here," James said.

RMUs at Summit Place must have a reasonable and uniform return policy, Tyree said. Merchandise sold by the Gillens can be returned within 30 days with the sales receipt, provided that the item still looks new.

The secret to being stylish is simple. But finding the next icon of style — someone to fill Jacqueline Kennedy Onassis' or Audrey Hepburn's shoes — will be next to impossible.

So said John Loring, design director for the prestigious Tiffany & Co., during a recent interview at the company's store at the Somerset Collection in Troy.

Loring, who knew Onassis and Hepburn personally, and who has been called an "international arbiter of taste" — although he says he's much too modest for a title like that — was in town to introduce his new book, *Tiffany's 20th Century: A Portrait of American Style*, at an evening reception at the store May 14.

The reception honored the leadership of the Detroit Institute of Arts' two pre-fund-raising galas: *Evening Under the Stars*, a black-tie benefit now in its 19th year, and *Bal Africain*, a similar event in which guests are invited to wear traditional black tie or formal African attire, now in its 35th year.

"Tiffany's 20th Century: A Portrait of American Style," is Loring's eighth book about Tiffany & Co. and the first

one he's written without any input from Onassis. She edited his first six books and helped him compile photographs for his seventh, which was published after her death.

Working on this latest book, "has been less fun without her," he said, "but I learned so much from her over the 14 years of doing books with her that I feel capable of carrying on ... and I think that she would like this book very much."

Through words and beautiful images by some of America's top fashion photographers, this coffee-table book describes what American style is, how it has evolved over the 20th century, how it came to dominate the world, and how Tiffany's has contributed to and influenced that style.

The book also pays homage to everyone who has made Tiffany & Co. the success that it's been since its founding in New York City in 1837 — from Tiffany's customers, to its craftsmen, to the photographers and press who helped market it all over the world, and most of all, to its designers, such as:

- Paulding Farnham, Tiffany's head designer in the early 1900s, known for

his jewelry depicting flowers, lizards and other such things

- Louis Comfort Tiffany (son of founder Charles Lewis Tiffany), known for his glass making, enamel objects and naturalistic Art Nouveau lamps

- Paloma Picasso, youngest child of Pablo Picasso and a Tiffany designer since 1980, known for her bold, mirror-polished jewelry in the shape of Xs, scribbles, zig zags and graffiti.

- Elsa Peretti, known for her sensual, sculptural forms, such as her classic "bones" silver cuff bracelets, which are a favorite of actress/singer Liza Minnelli.

- And Loring himself, who designed Tiffany's popular Atlas wristwatch and jewelry line, which features highly polished gold Roman numerals in relief, set against a matte gold background.

#### 20th century style

Loring, who lives in New York City, said he decided to write the book because, "the 20th century is drawing to a close and it's nice to document what happened and tell the story of not only Tiffany's 20th century, but America's 20th century as far as style and design goes."

"It seems to me very important to



Designer John Loring

document that," he said, "because we tend to forget how influential we really have been. I'm not just speaking of Tiffany. I'm speaking of America as a whole in this century and how Ameri-

Please see STYLE, C4

## Target aims to make home decor easier

Target is taking a very serious swing at the home decorating market with a new "Grab Your Own Style" line of home accessories and furnishings. You'll see it at any of the Detroit area Target stores this month, as well as in its 812 stores, nationwide.

It's a two-part approach to meeting home decorating needs, and providing easy decorating solutions.

For Target customers, a new line of home accessories and furnishings offer "trend-right" finishing touches for bathroom, bedroom and kitchen in one easy-to-find place. From medicine cabinets, sheets, knobs and accessories, it's a large selection of stylish merchandise at affordable prices.

*Restore & Restyle*, includes coordinated bath and kitchen hardware and accessories. The idea behind it is that renovating a room doesn't have to mean tearing out cabinets or purchasing new furniture. Instead, replacing a knob here or inserting a shelving unit there can totally transform a room ready for a change.

Home Furnishings also adds four bed-and-bath collections, featuring extensive linen ensembles for the bedroom; from basics like sheets and comforters to details like shams and window scarves. There's a wide variety of bath accessories and linens in coordinating colors and styles:

- **Freedom Bay:** classic red, white and blue color scheme for nautical appeal. Sharp stripes and crisp plaids for bedding. Silver accents in trays and bath accessories.
- **Caribbean Brights:** Unmistakable tropical influence in lively greens, blues, yellows and reds. Plaids and florals with coordinating bath linens and accessories.
- **Casual Classics:** Warm, soothing creams and blues is a subtle color style,



**Bath: Target's Royal Legacy collection with coordinated bath accessories. Towel set, \$19; accessories range from \$7.99 to \$12.99; bath rug, \$19.99; shower curtain \$39.99.**

with details like waffle weave patterns in cotton, with natural wooden buttons. Soft touches in the bath serve a sense of serenity.

- **Royal Legacy:** Coordinated bedding in sage and neutral tones, with undercurrents of lighter and deeper tones are paired with white accents. A hint of gold in the bath, while a sage and cream floral border marks all accessories.

#### Tips and help

Eight different themes (or "spirits") provide coordinated styles which range from "Global Spirit," featuring wicker and raffia, to "Princess" with whimsi-



**Bedroom: The Freedom Bay collection has crisp lines, bold colors. Sheets and pillowcases \$9.99-\$35.99; comforters and coordinated bedroom accessories \$19.99-\$99.99.**

cal details perfect for kids.

Others include:

- **Playful Spirit** — Accessories with an attitude; anodized aluminum accents with iridescent colors on wastebaskets, toilet paper dispensers and bath hooks. Fish and gator-shaped resin knobs in vivid shades, while daisies pop up on towel bars, light switch plates and knobs.

- **Circus Spirit** — Kid-sized furniture and accessories in brilliant colors; table and chair sets, clothes trees, step stools, peg racks and wall mirrors.

- **Modern Spirit** — Cool chrome to complement any color scheme. Sleekly styled towel bar, wastebasket and



**Kitchen: Romantic Spirit reflects itself in florals and classic white. In kitchen accessories, it means creative space savers — white wood shelving unit with hooks, \$19.99; curio cabinet, \$29.99; a 4-drawer cupboard with towel bar, \$49.99.**

etagers; chrome and light wood hamper and medicine chest, and polished chrome or frosted resin knobs and pulls.

- **Romantic Spirit** — Florals and classic white wood styling with provincial influences on wall shelves, curio cabinets and cupboards to store and display kitchen and bath accessories.

- **American Spirit** — Warm wood and metal for simple medicine chests and storage units, which can pair with classic, traditional or contemporary designs.

- **Classic Spirit** — Brass soap dishes, wastebaskets and towel rings; white porcelain accessories.

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

**SUNDAY, MAY 24**  
**Jewelry show**  
Join New York 14-carat gold jewelry is a new line at Hudson's and will be launched with informal modeling in the Fashion Jewelry Department. Sunday, May 25, 1:00-3:00 p.m.  
Hudson's, Somerset Collection. Big Beaver/Coolidge, Troy. (248) 816-4000.

**Memorial Day hours**  
The Tel-Twelve Mall has holiday shopping hours today 10 a.m. - 6 p.m.  
Tel-Twelve Mall, Telegraph/12 Mile Rd. Southfield. (248) 363-4111.

**WEDNESDAY, MAY 27**  
**McFadden's shopping**  
Mary McFadden's Spring '98 Special Order Collection, informal modeling, special representative. Designer Sale, second floor. Wednesday and Thursday, May 27-28, 10 a.m. to 6 p.m.  
Saks Fifth Avenue, Somerset Collection. Big Beaver/Coolidge, Troy. (248) 643-9000.

**SATURDAY, MAY 30**  
**Western expansion**  
The Cowboy Trader Gallery in Birmingham hosts a grand opening of its expanded store on the upper level of the Grandview Collection. Michael Hall, former head of the Cranbrook Sculpture Depart-

## ADDED ATTRACTIONS

ment will play his guitar and sing Western ballads and folk songs at 1 p.m.  
The Merrilwood Collection, Merrill at Old Woodward, Birmingham. (248) 647-8833.

#### Talk about walking

Oakland Mall's morning walking group, Club Trend invites you to attend the 2nd annual Heart Matters Seminar, sponsored by the American Heart Association and SelectCare. There will be guest speakers, cooking demonstrations and blood pressure screenings, all in the Center Court, Saturday, May 30, from 8:30 a.m. to 10:30 a.m.  
Oakland Mall, I-75/14 Mile Road, Troy. (248) 686-6000, ext. 2.

#### Author visits

Lyle Crocodile from Bernard Weber's children's series *Lyle*, will visit for children of all ages. Borders staff will take Polaroids of Lyle with children for \$1 per photo, with all proceeds benefitting FOCUS: Hope's Children's Center. May 30-31, Saturday, 11:00 a.m. and Sunday 1 p.m.  
Borders Book Shop, 31150 Southfield Road, Birmingham. (248) 644-1516.

#### TUESDAY, JUNE 2

#### Medicare giveaway

Mail walkers will get free giveaways and information during the Tel-Twelve Mall's Medicare Blue Pre-natal Giveaway. 8 a.m. to 10 a.m.

Tel-Twelve Mall, Telegraph/12 Mile roads, Southfield. (248) 363-4111.

#### SUNDAY, JUNE 7

#### Musical notes

Relaxed browsing to the noteworthy jazz music of the Phil Kaput Trio, with local drummer Phil Kaput, a bassist and horn. 3 to 5 p.m.  
Borders Book Shop, 31150 Southfield Road, Birmingham. (248) 644-1515.

#### TUESDAY, JUNE 9

**Armani show at Jacobson's**  
Jacobson's Birmingham store hosts a Giorgio Armani Le Collection show for its 1998 Fall and Winter collection. Armani representative Kirsten Peters will meet customers and introduce the new styles, which include stretch and lightweight fabrics for day, in camel hair, crepe, tulle velvets and lurex twills; and sophisticated dresses and pantsuits for evening glamour in velvets, iridescent, silver metallic and faux fur. International Department, Jacobson's. 10 a.m. to 4 p.m.  
Jacobson's, Birmingham store, 336 W. Maple, Birmingham. (248) 644-6900.

#### SAUNDAY, JUNE 20

**'Dream Home' drawing**  
WXYZ Radio listener qualifiers take chances at trying a key to unlock the door to win a "Dream Home" package for their home at the Center Court stage, 1:00-3:00 p.m. Contest rules available from WXYZ Radio Main Studio.  
Tel-Twelve Mall, Telegraph/12 Mile roads, Southfield. (248) 363-4111.