

Opening offers 'in'-sight

After two years of planning and development that included traveling the world to source eyeglass frames, the owners of SEE in downtown Birmingham flaunted their vision last Thursday with a grand opening celebration to benefit the Stewart Francke Leukemia Foundation.

SEE (Selective Eye Elements) is the only eyewear store of its kind in the country. Besides carrying an exclusive collection of hip, hot eye fashions, SEE sells its wares at below-market prices. Prescription eyeglasses cost \$139-\$199 complete, a fraction of the typical prescription cost. This savings is a result of SEE's ability to design and produce its own line of frames, manufactured by the same factories that make the designer "name brand" frames. You won't find Armani, Ralph Lauren or Calvin Klein eyewear here, but you will find a well-edited selection of SEE designs.

Always on top of eye fashion trends, owner Seth Golden says "funky's in." That includes thick-

er plastic frames in black, blue or red with tinted lenses.

Many of the twentysomething black-clad guests who browsed the innovative store at the avant-garde noire, also sported the newest eyeglass frames, some out of necessity, some as fashionable accessories. Caramel candies and brown bags of apples shared shelf space with the artistic eyewear. Incense, votive candles, carved pumpkins and massed apple-green pillar candles enhanced the playful atmosphere.

To add some bohemian flair, a small tent was converted into a retro lounge, complete with strings of red lights, a cigar bar, bean bag chairs and other '60s-era furnishings that "I scrounged the Goodwill for," said Debbie Sipes, SEE's director of marketing.

Dick O'Dowd's provided hors d'oeuvre trays; local designer and stylist Stacy Lauwers presented a holiday fashion preview; and Jill Jack performed selections from her soon-to-be released CD, "Too Close to the

Sun." Jack spoke fondly of her adviser and mentor Stewart Francke, the party's honoree, and "the guy with the most unbelievably positive attitude about life, about everything."

Francke undergoes a bone marrow transplant this month, and proceeds from the evening's sale of raffle tickets benefited the foundation he started to provide financial support to patients unable to afford a comprehensive search for a matching bone marrow donor. "A percentage of the store's sales during the month also will go to Stewart's foundation," said Golden.

"We're all very happy to be able to assist in such a worthwhile cause. Our grand opening had been in the planning stages for awhile. I guess we were just waiting for the right time to share our message and what better way than to support such an important cause," said Sipes.

— Linda Bachrach
Donations to the Stewart Francke Leukemia Foundation may be sent to P.O. Box 715, Bloomfield Hills, MI 48303.

We've got vision: Far left, Margo Hudson models stretch satin separates by Stacy Lauwers and eyeglass frames by SEE. Left, Seth Golden at his store's grand opening celebration.

Where can I find?

This feature is dedicated to helping readers locate sources for hard-to-find merchandise. If you've seen any of the items in your retail travels (or basement), please call **Where Can I Find?** (248) 901-2555. Slowly and clearly, leave your name, number and message. And you should see your input in a few weeks. Thank you.

What We Found:

A few readers called to say that Adriane Appell is now sold on the Home Shopping Network under the name Signature Club A.

Linda called to say that Norrell fragrance can be found at Sav-Mor Drugs, Meijer, JCPenney or Perfumaria.

Maja soap powder and Adriane Appell find Norrell can be found in the Beauty Boutique catalog, (440) 826-1712.

The Chi-Chi recipe for "Sweet Corn Cakes" can be found in the Todd Wilbur book, "Top Secret Restaurant Recipes" at Barnes & Noble in paperback for \$12.95.

A gasket for a 6-qt. Presto pressure cooker can be found at McNichols Electric in Royal Oak, (248) 288-5135. Might also try Dammann Hardware for a gasket. Or call Culinary Parts (800) 543-7549. They have parts for all small appliances.

Found a Papasan for Jackie, someone to prepare meals for Pamela and also chenille bedspreads for Pamela, and the song book "Hit Parade" for

Beatrice.

Where Still Looking For:

Lori is looking for a Snuggle Bear; it looks like the bear in the Snuggle commercials.

Mary is looking for a Russian MIG toy metal airplane.

Susan wants Azzaro perfume; Hudson's used to carry it.

Jay from Redford is looking for a copy of "Tall Ships, A Sailing Celebration," published in 1976 by Two Continents Publishing in New York City.

Julie is looking for the Matchbox Hummer, red and white, given out at Taco Bell last year.

Diane wants to sell her Precious Moments and Robert Raikes bears, rabbits and dolls.

Allison is looking for a bath-room spray called "Woodland Mist" by Scent Shop.

Vivian is looking for a store that sells Panasonic can openers.

Kim is looking for a beechwood ladder back chair.

Linda is looking for Hyde white shoe polish; Griffin & MacGowan's Sporting Goods store on Five Mile in Livonia used to carry it.

Marilyn is looking for Pretend Window for a windowless room (I was seen in a catalog, had a shade, and flower pot in the picture), and fortune cookies in a large plastic container (last seen at Farmer Jacks).

Stella is looking for "Magic Crochet" and "Decorative Crochet" magazines.

Susan is looking for a Kay

Bass (upright) stringed instrument.

Pamela is looking for someone who makes button necklaces, and old tencups/saucers (prefer Shelly cups).

Kathy is looking for Nestles 27 Banana Milk, made by Quik.

Pat is looking for someone to buy her 1997 state pins. She has Montana, Kansas, Ohio. They were purchased from QVC. Jan wants to find women's Britannia jeans.

Joanne is looking for the Little Mermaid book from the '60s/'70s, animated with 3D illustrations.

Edna is looking for two glass globes to enclose dolls, 9 inches high, square.

Lorraine is looking for someone to replace a zipper on a grass catcher bag.

Looking for a Bella Belinda doll from Hudson's and a silver/aluminum Christmas tree.

Paula is looking for Corolle "Wisteria" dishes.

Patricia is looking for someone to rototill her flower garden.

Sue from Redford is looking for the Power Ranger "Zor."

Need a Tupperware dealer for Alice.

Margaret is looking for an educational film or Hollywood movie about the Tennessee Valley Authority from the '60s with Lee Remick.

For Mrs. D. Velvet pastry flour in the 5 lb. size.

Compiled by Sandi Jarachas

RETAIL DETAILS

SUMMIT SPOOKS

Join Boogah & Hoogah for a Haunted House Party presented by Children's Theatre of Michigan at Summit Place in Waterford. Hoot, howl and hooray with two of the goofiest goblins around as they bring silly-spooky songs and stories to the Grand Court Fountain

Stage at 1 p.m. and 3 p.m. Saturday, Oct. 24. On Saturday, Oct. 31, enjoy storytime with Pat Boon, Judd and her puppet friend Emerelda at 3 p.m. Then trick or treat at Summit Place stores from 5-6 p.m. 315 N. Telegraph Rd., Waterford.

FOOD FOR THOUGHT

Gordon Food Service is pleased to announce the grand

opening of their Southfield store at 24175 Telegraph Road. Doors open at 8 a.m. Friday, Oct. 23 and festivities include food sampling and raffle prizes. The new GFS Marketplace will display thousands of top quality foodservice products, a large selection of fresh produce and a greatly expanded selection of frozen and grocery foods. Shopper also will find a variety of paper items at cost saving prices. The grand

opening celebration continues Saturday, Oct. 24.

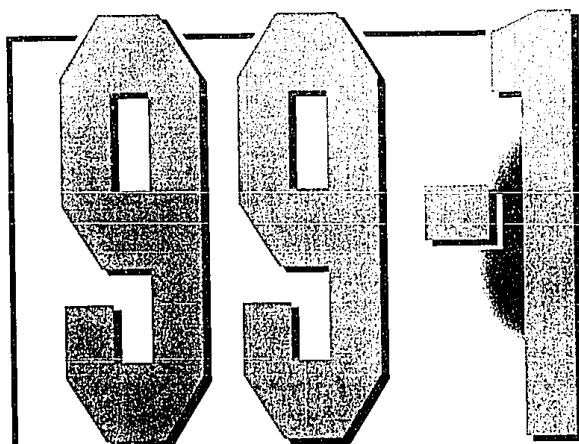
CROWLEY'S EXPANSION

Tel-Twelve Mall adds an all-new Crowley's store for women, located in the former Winkelman's store space. The new 19,000-square-foot women's store is open for business with a grand opening planned for November.

MAINE EVENT

Figaro, a state-of-the-art hair salon, recently opened its doors in downtown Birmingham. The 5,800-square-foot salon specializes in progressive color and hair design with an emphasis on customer service and education. Designed by Sharpe Architects,

Figaro's soaring spaces also serve as a gallery with exhibits by local artists on select Sundays. Innovative stylists include Laura Weber, president, and Rino, vice president. 265 N. Old Woodward, Birmingham; (248) 723-7990



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