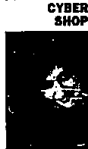


Click for workout wear



CYBER SHOP

For those who have made resolutions to make exercise a more integral part of their new year, finding gear on the Net promises to be no sweat.

Whether diving into kickboxing, yoga or Pilates, looking for something specific, or just in the market for a new workout outfit, let me steer you to a few useful web sites with products designed and geared for women.

With its bra search function and whimsical fashion illustrations, *lucy.com*, is as refreshing and fun to read as your favorite issue of *Madeira* magazine. The site suggests the proper workout gear and bra for every sport and offers a choice selection of clothes that fit and flatter different body shapes.

You can also search by activity, making this site a great source for warm weather gear, if a trip to the beach is in your forecast.

In addition to giving style and fit tips, don't miss the link where year-end indulges are reduced in price. There are free returns and exchanges here — an important feature when buying such body-conscious clothing.

If you or someone you know plans to exercise during pregnancy, *mothers-in-motion.com* is a mega site of must-have knowledge. With links to suggested books and videos, and articles published on practical exercise during pregnancy, this well organized site founded by mothers-to-be, includes great tips and honest testimonials.

The "on-line maternity catalog" icon leads you to dozens of adorable, practical pieces guaranteed to give your maternity closet a makeover.

The only virtual negative here is the return policy. Mothers In Motion will exchange any item for the same in-stock item in a different color or size, but the guarantee does not include sale items.

Also, items must be in original condition (not laundered or soiled, makeup, body lotion, perfume and deodorant included). Hang tags must still be intact, and returns must be made in the original protective poly-bag used for shipping. The company will refund the garment purchase price minus a \$2 restocking fee, but can't refund shipping and handling fees. While the return policy is a bit of a drag, workout clothes that fit well and free advice for pregnant women is still just a click away.

Cari Waldman of West Bloomfield is a freelance writer and stylist. Please send your Internet shopping questions to Cari@OECYBERSHOP@AOL.COM.

Click Pick

yogazone.com

Merchandise: If the mind/body connection is your thing go to yogazone.com. From mouse pad to yoga pad, you will find all the yoga essentials you will need to begin your tranquil practice at home or in a studio on this web site. There's also a catalog. For either destination, add the yoga zone hipster pants (item # AP14700) and muscle tee (item # AP 17100) to your shopping cart and head confidently into your new stance.

Highlights: The site connects to the Yoga Zone television exercise show on Web MD Television/The Health Network. Hosted by Yoga Zone founder Alan Finger, Yoga Zone airs at 7:30 a.m. Monday-Friday. Click on the "TV Show" portion at the top of the site, and view actual clips from the show, which is shot in sunny Jamaica.

Navigation: Browse through the sites — 11 departments — like "Gifts" for journals, incense and "Meditation" for music to benches. Whether a newcomer to the sport or a seasoned yoga junkie, this site gets you in the mindset to relax and release last year's toxins. It also leaves you feeling inspired to stick to your fitness resolutions. The only Net negative here: no posted return policy.

Retailing women

It's not just fun, it's a business



Among friends: Cheryl Lindsay, Saks Fifth Avenue's regional director for fashion, publicity and special events, hugs a man-neguin at the retailer's Troy store at the Somerset Collection. She has been with the company since 1979.

Story by Nicole Stafford

For the first in a three-part series about local women in the retail industry, we sat down with Cheryl Hall Lindsay, Saks Fifth Avenue's regional director of fashion, publicity and special events.

As a veteran retail executive, active member of the community, former model and devoted wife and mother, Cheryl Lindsay, Hall, 44, has a unique perspective on women working in retail.

"When I first started here we were still writing out our sales checks," says Lindsay Hall, who lives in West Bloomfield where she grew up and attended high school.

Her career at Saks started early as a "Teen Girl" for the Troy store and Junior Department model. She also worked as a professional model for many years.

After earning her bachelor's degree in advertising from Michigan State University, she returned to Saks as an executive trainee in 1979. She soon became Teen Fashion Coordinator and, in 1983, was promoted to director of fashion, publicity and special events for Saks Fairlane Town Center store in Dearborn. The retailer appointed her to the same position at the Troy store in 1986. She became regional fashion director in 1992.

Her job's focus has changed in recent years, she says. "The focus of the public relations position is more of a community liaison. My job is to communicate the trends both to my associates here in the store and to the community and do it in a way that provides good visibility for Saks Fifth Avenue not just as a good corporate citizen but also as a retailer that wants to help you fit fashion into your lifestyle."

In 1999, Hall Lindsay was honored as the area's Stylenmaker of the Year by the Fashion Group International's Detroit group. Among her volunteer work, she is a lifetime member of Project Hope, which awarded her a Michigan Woman Lifetime Achievement award last June.

Historically, the retail industry has been very open to women. Is that still the case? "It is still very friendly towards women. For instance, there are five top-level executives in this store. Three are women, including the highest level executive, our vice president and general manager.

Are more men in retail? The answer is absolutely yes.

Q: In the past, the retail industry was viewed as a catch-all for women who wanted to work. Has that image changed?

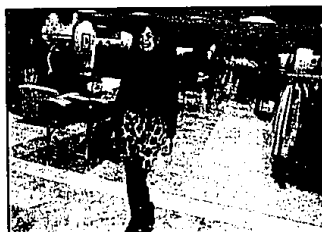
HL: I do think one of the reasons that retail attracted women when I joined the company and before was that it offered flexible hours. Today, there's less focus on whether there are flexible hours or not or whether fashion is something that attracts you or not. There's more of a focus on the business of retail and the financial opportunities, if you like that environment.

Q: Is work in retail more of a chosen profession for women today?

HL: Absolutely right. It's a business. We're not in the business of filling our hours with people who just want to work but with quality people who want to be here and who want to handle their position like a small business.

Q: Since other industries are now more open to women has the retail industry had to change to continue to draw and keep women?

HL: I think the workplace in general has



Taking stock: Hall Lindsay walks through the women's departments at Saks Fifth Avenue in Troy.

changed, and women who were in other kinds of jobs like banking and finance are saying 'you know what? I only want to work three or four days' and so it's becoming more flexible on that side. I think other industries are catching up... We're learning to take some cues from other industries, but more often than not I think other industries are taking cues from us.

Q: Women can do anything today, why choose retail?

HL: It offers the opportunity to be creative and still be very much involved in the bottom line... We have to be in contact with our clients, the trends, our city and what's going on in our industry and that's very exciting. I don't know how close you would be to the community in other industries. If you took a job at one of the Big Three, how close would you be to the beat of the city? It's also like running my own business. A retail store is like its own business even if you're part of a big chain. You are running a business. So for the most part we are women running a business, and it's almost like a family.

Q: Women are increasingly being recognized as an important target market, has that affected your job or women's role in the business of retail?

HL: I think that it has. It's more women in key positions. It's more women in marketing, more women closer to advertising campaigns. I've seen tremendous growth for women in all the areas that relate directly to the public and corporate image.

Q: Do women bring a specific perspective or set of strengths to the retail industry?

HL: First and foremost, we are shoppers and shop more than our male counterparts. We have a whole realm of experience before we even get here and that helps a lot. But I also think we have a better sensitivity to our core client — women. We know what we want, we know how we want to be treated...

From my perspective, I'm out there in the community, I'm a career woman. I'm also raising children. I'm also a volunteer.

Q: Would a man do your job differently?

HL: I think it would be a very different position. If a man was in it, you would lose the networking and the community to a certain extent.

ADDED ATTRACTIONS

request and receive new furniture for wedding gifts and helps new couples make home furniture purchasing decisions. Information about the program will be available at the following bridal shows: Novi Expo Center, Novi, Jan. 13-14; and McCalmley Plaza Square Hotel, Battle Creek, and Whiting Auditorium, Flint, Jan. 21. For additional information, call your local Art Van Furniture store.

SUNDAY, JANUARY 14

MALL ENTERTAINMENT
African Drum & Dance Troupe performs at Livonia Mall at Seven Mile Road and Middlebelt in Livonia with hands-on opportunities for mothers and children, 2 p.m. For details, call (248) 476-1160.

Retail, style and special store events are listed in this calendar. Please send information to: Malls & Mainstreets, c/o Observer & Eccentric Newspapers, 605 E. Maple, Birmingham, MI 48009. By fax, (248) 644-1314. E-mail, nstafford@ec.homecomm.net. Deadline for publication is two weeks in advance.

FRIDAY, JANUARY 12

JANUARY SIDEWALK SALE
Break the Winter Blues with incredible savings at Livonia Mall's January Sidewalk Sale through Jan. 16. For more information, call (248) 476-1160.

SATURDAY, JANUARY 13

BRIDAL SHOW REGISTRY
Art Van Furniture hosts shows for its First Home Together wedding registry program through Jan. 21. The gift certificate program enables newlyweds to

TUESDAY, JANUARY 16

Children's attire for spring
Jacobson's hosts the Posies Spring 2001 Collection for children at their stores in Rochester Hills, 3-6 p.m., and Rochester (Laurel Park Place), 10 a.m.-1 p.m., Children's department. For information, call the Rochester Hills store at (248) 651-6000 and the Livonia store at (734) 691-7696.

FRIDAY, JANUARY 19

WHERE'S YOUR MUSTACHE?
Cookies & Milk at the Golden Gate Shopping Center, 6515 Lilley, south of Joy Road, in Canton, holds a "milk mustache" photo opportunity for kids. Cookies & Milk is an indoor playground for children through age 4. For additional information, call (734) 207-1655.