



As usual, there's always news on the retail front. Here's a wrap-up of recent happenings and events.

The Michigan Jewelers Association, a division of the Michigan Retailers Association announced winners of the 12th Annual Jewelry Design Competition at the 2001 Greater Great Lakes Jewelry Exposition held March 30-April 1 in Novi.

Jewelry artisans Brendan Sherwood (designer), Kirk Ellertsen (fabricator) and Tim McInerney (setter) all of Elements Custom Jewelry in Royal Oak took first place in the Designer/Manufacturer Category, as well as the Best of Show award.

Avo Ounjian of Artisan's Diamonds and Fine Jewelry in Farmington Hills received the Spectral Award given to the entry with the most votes from show attendees. Ounjian's prize, a 6.18-carat garnet was donated by Roger Dery of Spectral Gems in Birmingham.

Other local winners included Canton High School student Ryan Welsh of Plymouth for first place in the student category and Alexia Bongiorno Creative Jeweler in Troy for first place in the Professional Goldsmith category.

Congratulations to the winners and kudos for their unique designs.

Also celebrating is Margot Kohler, owner of Margot's European Day Spa in downtown Birmingham. Kohler is celebrating the 20th anniversary of her spa, which began in a 600-square-foot space and is today a full-service spa facility. In 1975, Kohler developed a line of skin care products to sell at her business. Last year, Kohler began offering hydrotherapy treatments using minerals from the Mt. Clemens mineral wells. Located at 280 North Old Woodward, the spa can be contacted at (248) 642-3770.

Jacobson's is celebrating a new clothing line. The retailer introduced BOSS Hugo Boss women's clothing to their Birmingham store's designer collection. Known as the BOSS Woman label, the collection focuses on jackets as an essential wardrobe piece.

On the mall front, the 14th Annual Ms. Senior Michigan Regional Pageant is coming to Westland Mall, and organizers are looking for contestants.

The pageant is slated for 2 p.m. Saturday, May 5. Contestants must be age 60 or over. Judging is based on an interview, inner beauty, poise and talent. The winner will compete in the State Preliminary Pageant in Rochester Hills and in the state final in October at the Macomb Center for the Performing Arts. An application and additional information can be obtained by calling: (248) 738-1500 in Novi; (734) 844-3060 in Canton; (313) 531-6874 in Redford and (734) 728-5222 in Westland. Westland Mall is located at 35000 West Warren Road and can be contacted at (734) 425-5001.

Shoppers at Tel-Twelve Mall in Southfield can indulge themselves this spring thanks to Mother's Day. The mall is celebrating the holiday by offering a bonus gift to shoppers who spend \$100 or more now through May 13.

Shoppers who bring their receipts to the mall's customer service center will receive a gift set trio of Bath & Body Works products. Gifts are limited to one per customer while supplies last. Mall shopping hours are 10 a.m.-9 p.m. Monday-Saturday and noon-5 p.m. Sunday. For more details, call (248) 353-4111.

Finding style where they go

Local couple set out to build fashion magazine for world audience



Looking: Clear magazine's Emin Kadi, photographer and publisher (left), and Ivana Kalafatic, editor and fashion director, peruse clothing at the Linda Dresner boutique in Birmingham and talk about a piece featured in their second issue.

BY NICOLE STAFFORD
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Metropolitan Detroit is anything but a fashion Mecca. But there's enough of a style foundation to build one, say the creators of a Westland-based fashion magazine that's going after national and international readers.

The premier edition of *Clear* magazine issued last month. Now the founders, editor and fashion director Ivana Kalafatic and publisher/photographer Emin Kadi, are anxiously awaiting the release of their second issue and the magazine's official launch party on April 27 at Clutch Cargo's Mill St. Lounge in downtown Pontiac. The event is open to the public and starts at 8 p.m.

While the publication will be based in metropolitan Detroit, the goal is to produce a magazine that's distributed nationally and in other countries. "It's been done in other cities, but it's never been done here before. That's why it's so difficult for people to grasp," says Kalafatic. "It's a high-end, sophisticated publication that happens to be in Detroit."

But how is that possible in the Motor City of all places? Kalafatic and Kadi, who both grew up in the area, say it's a myth that a major magazine can't be produced in a city like Detroit. Several established and new retailers carry fashion that's on par with merchandise sold in New York City. And what they can't find here, they'll bring in from other cities.

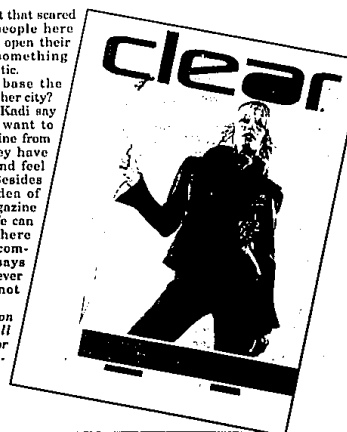
At the same time, they'll always showcase something from Detroit. "It's the whole ball of wax," says Kadi. "It's a view into Detroit and a view outside."

And by producing a magazine in Detroit, Kalafatic and Kadi hope to not only cultivate a greater interest in fashion but also ignite a bona-fide fashion scene here.

"We want to get that scared feeling out of people here and get them to open their eyes and try something new," says Kalafatic.

But why not base the magazine in another city? Kalafatic and Kadi say they could, but want to run their magazine from home where they have more support and feel more at ease. Besides they like the idea of launching a magazine from Detroit. "We can do everything here but in a more comfortable way," says Kalafatic. "We never considered not doing it here."

For information about *Clear*, call (734) 467-9337 or visit www.clear-mag.com.



Retail, style and special store events are listed in this calendar. Please send information to: Malls & Mainstreets, c/o Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, MI 48009. By fax, (248) 644-1914. E-mail, nstafford@oe.homecomm.net. Deadlines for publication is two weeks in advance.

KNITTING TRUNK SHOW
The Knitting Room, 251 East Merrill Street in Birmingham, hosts a Berroco yarns trunk show, including new garments and patterns, through May 1, 10 a.m.-5 p.m. Monday-Friday and 10 a.m.-4 p.m. Saturday. For details, call (248) 540-3623.

LOUIS PERAUD COLLECTION
Jacobson's in downtown Birmingham hosts Louis Peraud's latest collection, 10 a.m.-4 p.m., International Designer department. For more information, call (248) 644-6900.

THURSDAY, APRIL 26

ESCADA FOR FALL
Saks Fifth Avenue, the Somerset Collection in Troy, presents the Escada Fall 2001 Trunk Show with informal modeling 11 a.m.-4 p.m. and a designer representative on hand to work with guests through April 27. Designer Sportswear, second floor. To make a personal appointment, call (248) 614-3341.

ADDED ATTRACTIONS

FENG SHUI EVENT
Feng Shui consultant Lynn Meadows leads a seminar for guests at Art Van Furniture, 5053 Dixie Highway in Waterford, 6:30 p.m. Refreshments included. Reservations are suggested for this complimentary event. Call (248) 874-4731.

JEWELRY TRUNK SHOW
Saks Fifth Avenue, the Somerset Collection in Troy, presents the Garth Floran Trunk Show of jewelry through April 27, Fine Jewelry, first floor. Call (248) 643-9000 ext. 219.

FRIDAY APRIL 27

COLLECTIBLE SHOW
Wonderland Mall in Livonia presents a card, coin, stamp and sports collectible show through April 29 with Baseball Hall of Fame's Bob Feller appearing 11 a.m.-2 p.m. on Saturday, April 28. For more information, call (734) 622-4100.

PIF CLINIC
Women's Health Boutique, 31209 Plymouth Road in Livonia, hosts a bra fit clinic and the designer of the new Aviana plus size bra with refreshments and drawing, 10 a.m.-7 p.m. Call (734) 762-9324.

DEBRA DEROO TRUNK SHOW
Fibres, 270 West Maple in downtown Birmingham, welcomes designer Debra DeRoo and her spring trunk show through April 29, 10 a.m.-6 p.m. Friday and Saturday and noon-5 p.m. Sunday. For more information, call (248) 723-2880.

AIRPLANE SHOW
Livonia Mall at 7 Mile and Middlebelt roads hosts an airplane show featuring model airplanes displayed throughout the mall and demonstrations of remote airplanes at 1 p.m. in the parking lot, through April 29. Call (248) 476-1160.

SATURDAY, APRIL 28

HAT CLINIC
Gent Conti Millinery Salon, 2732 Biddle Avenue in Wyandotte, hosts a hat clinic by reservation only, 1-3 p.m. Call (734) 284-3417 between 10 a.m. and 9 p.m. to make a reservation.

FRIDAY, MAY 4

JUDITH LEISER TRUNK SHOW
View the jewelry designer's spring collection through May 11 at Neiman Marcus, the Somerset Collection in Troy, 10 a.m.-4 p.m., Accessories, first floor. Call (248) 643-3300.