

Fashion in miniature

If you believe that good things come in small packages then you should know there's also a new way to package small ones.

Two new stores for children have come on the scene and that means a lot of excitement for the younger set and for their mommies.

Rainbow Lollipop at 163 Townsend in Birmingham is dedicated en-

tirely to children with the exception of one corner entitled "For Mommies Only." Everything in the store is touchable—racks are low so children can reach them, mirrors are hung child height, fitting rooms have little seats, there's a playroom, and even the music system has children's tapes running through it.

Also brand spanking new is the

Pumpkins and Monkeys store recently opened in front footage of Claire Pearene's Somerset Mall Shop.

The store features fine designer clothes for young people up to age 14.

Linda Schlesinger is the creator of the Rainbow Lollipop, designed as a spot of "wonderful things for children." She says the clothes she chooses are meant to be fun and practical.

Clothes at the Birmingham store range from infants to size 10 for both boys and girls.

Four years of research went into making Rainbow Lollipop a reality. Mrs. Schlesinger said she and her husband, Gerry, residents of West Bloomfield, have wanted such a shop almost since they became parents themselves.

"I've gone out looking for people who do unusual things for children," she said. "We've leaned more toward boys clothes the first time around but that may be because I always had trouble finding clothes I liked for my son, David."

Mrs. Schlesinger has no other background in retailing but said she has sold T-shirts which she painted and applique.

"Now I'm designing a line of chamois clothes for children and I'm having high school girls actually make them. They're for late fall," she said.

Rainbow Lollipop also carries toys, mostly hand-made and some quite unusual, like a stuffed Volkswagen and an "ugly" doll from Loogie Land.

Mrs. Schlesinger thinks the area needs what Rainbow Lollipop can provide—crafty, unusual clothes and specialty items for children—especially boys—at realistic prices.

Her sources for the clothes are all over the country and in Europe. The hand-carved and hand-painted carousel horse in the window sets the pace for this young and happy store, where as the rainbow graphics on the wall says: "We color Little Ones with Fun."



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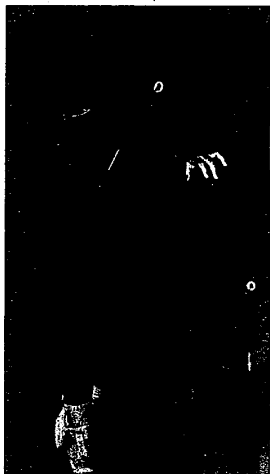
Emmanuelle Khanh
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Telegraph at Maple Road, Bloomfield Plaza, Birmingham 851-6368



Candice Toll of Bloomfield Hills will dress up for birthday parties and nursery school in this Pumpkin and Monkeys dress of Italian design in fine pinwale corduroy with a tiny rosebud print. It features front smocking and a detachable collar. (Photos by Gary Friedman)



Betsy Kubat's fine terry cloth dress in bright red and gay print trim is a Petit Bateau design from Rainbow Lollipop.

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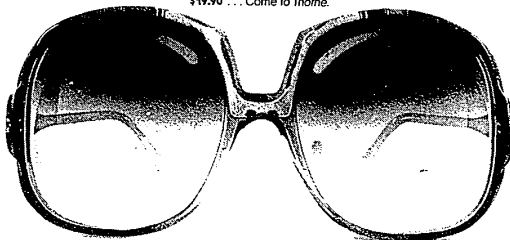
We have something for everyone - from fresh flowers to brighten up your day from State Flower; the newest childrens fashions from the best designers at Paris; an exclusive childrens store; functional or designer accessories for the home from Marie Newman; for the avid reader their favorite newspapers & magazines from Metro News; kooky, funky young sophisticated clothes from the one & only Sabrina; casual classic, or classy fashions for men as always from the Argyle Shop; jewelry to enhance any costume from Whitcraft; unique or classical toys for the young & not so young alike from The Thunderbird; dress up furniture for the home when you'll want to show it off during holidays from Jacobsons; light up your day or night with a beautiful lamp from Michigan Chandelier; and if you are looking forward to the fall harvest, visit Great Scott; and to make life a lot happier with sundries from Save-On.

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