

Shoe store caters to athletes

à la mode

By SUSAN TAUBER

You're a jogger in the morning, a tennis player in the afternoon, a ballet dancer one night a week and a racquetball player on the weekends.

Outfits are interchangeable for some of these sports — but what about shoes?

Because of the different stress points each sport puts on your feet, it's best to have shoes designed for each activity.

There's a new shop in Oakland County that can help you find the shoes you need for these sports — and others.

The Athletes Shop at Great Oaks Mall in Avon Township is just one month old. But already stocked in the sports-oriented store are 120 styles of shoes in sizes one for children to 13 adult.

"And we have access to another 100 different styles of shoes in 48 hours," said manager Dan Furterer of Rochester.

The store stocks shoes for jogging, running training and competition, basketball, tennis, golf, racquetball, baseball, football, soccer and track. Furterer can get customers shoes for gymnastics, ballet, fencing and weightlifting and boots for parachute jumping, drag racing and hiking.

In addition, there's tennis, running and soccer clothing in the store plus sports accessories.

But the main draw of the store seems to be its shoes.

They are displayed the length of the

1,800-square-foot-store. The three employees, including Furterer, are knowledgeable about each type of shoe and about which brand and style will suit the customer's needs the best.

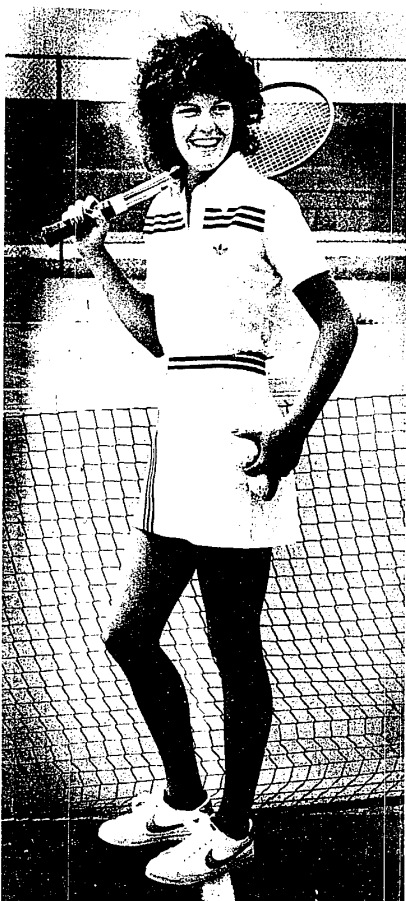
"WE HAVE A HARD wood basketball floor in the shoe area so customers can walk around and get an idea of how the shoe fits," said Furterer. "We guarantee everything we sell. If the shoes aren't as comfortable out of the store, we'll take them back."

The reason for manufacturers making different shoes for various sports, he said, is that each sport requires different foot movements.

"In tennis, you have a lateral foot movement. You need a good shoe with lots of stability. With running and jogging, you have a forward motion. These shoes should give good arch support and have a good heel cushion. You should be able to get 500-800 miles on the bottom of a good running shoe," Furterer said.

Tennis or jogging shoes don't work on the racquetball court, he said, because they aren't designed to give the racquetball player a strong pivot point, something required on the racquetball court.

Racquetball shoes are also designed for forward and reverse motions. The Athletes Shop's first store was in East Lansing. Since then, stores have opened in Grand Rapids, Kalamazoo, Ann Arbor and now Avon Township.



Diane Foster, who will be a senior at Rochester High School, sports an Adidas tennis outfit and a pair of Nike shoes. (Staff photos by Mindy Saunders)



These adidas "Toms" are for the young athlete.

fashion calendar

Monday, July 16

Jacobson's — Graham Lovey, winner of more than 60 international hairdressing awards, will demonstrate his award winning techniques at 1

p.m. in the Birmingham store beauty salon. Before styling hair, he will discuss the client's lifestyle, personality and temperament and explain how face shape and hair

texture influence his designs. Lovey will remain in Birmingham through July 17, then move to the Rochester store for a similar appearance.

Wednesday, July 18

Walton-Pierce — The Post fall collection of dresses for day and evening plus ultra suede ensembles will be shown informally by Jon Vella between 10 a.m. and 4 p.m. at the Somerset Mall store.

Monday, July 16, 1979

(C)3B



Dan Furterer, manager of Athletes Shop, shows off a variety of running and dress shoes.

SALE

33-75% off* further reductions

as of monday, july 9
1355 pieces of sportswear
available...subject to prior sale

limited quantities only. no rainchecks
not all sizes in all styles

ann taylor

somerset mall
new york boston chicago washington los angeles connecticut new jersey



Where It's At

By JUDY SOLOMON

Color-ful

Here's another in my on going series of ways to keep the kids occupied during those lazy days of summer. This time it's "The Anti-Coloring Book" (\$3.95). Unlike traditional coloring books that children passively fill in, this book is designed to let a child's imagination run free. Each page furnishes a partial drawing that kids can complete however they want. Metro News, Bloomfield Plaza, Maple and Telegraph, Birmingham. 851-7121.



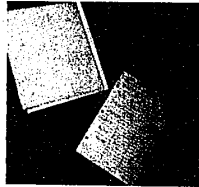
Sew biz

It's a great gift item for the wife who balks at sewing on buttons or for the girl who's going off to college. Sewphie (\$9.50) is a loveable stuffed animal sewing kit whose body (which acts as a pin cushion) is covered in a colorful Lilly Pulitzer cotton print fabric. Sewphie's felt beak holds a pair of scissors whose shocking pink handles become eyeglasses for her plastic button eyes. A tape measure rests in the felt tail pocket while side pockets hold spools of thread. Lilly Pulitzer, 51 W. Long Lake Road, Bloomfield Hills, 645-1790.



Wiping out

Statistics tell us that the average family moves once every seven years. Judging from my address book with all its crossed out phone numbers and addresses, some people move even more often. That's why this lifetime telephone and address book (\$14.50) would be a great thing to own. Covered in suede cloth, the book holds pages made of tough plastic and comes with a water soluble pen. To make corrections, all you do is wipe the old entry out with a damp cloth and voila, the space is as good as new.



Shoe in

When you deal in high fashion footwear, you have to move your merchandise in and out very quickly to make room for the new things coming in. With that in mind, Roz and Sherm have opened "The Back Room" where, all year round, you can purchase shoes from designers such as Charles Jourdan, Bruno Magli, Mario Valentino and Yves St. Laurent from 25 to 75 percent off. You'll find styles that were so popular that there are only a few sizes left, late arrivals that are still very much in season and designers' sample shoes that never went into production. Roz and Sherm, Bloomfield Plaza, Maple and Telegraph, Birmingham, 851-0077.



Saks Fifth Avenue

Beauty through the Red Door...

Elizabeth Arden's
Red Door Clinic.

The famed post-graduate course in becoming all you can be when it comes to looks. Starting July 30th through August 3rd, the Elizabeth Arden Beauty Professors will be with us to give you a working knowledge of makeup and skin care techniques designed expressly for you! You'll receive private instruction in the proper care for your skin type; you'll have a personal makeup created for you alone! You'll emerge with an alluring new look plus a personal makeup chart with instructions on how to achieve that look...and you'll learn to master makeup for day—and evening! Plus, you'll receive a beauty box full of Elizabeth Arden preparations just for attending. It's a personal, one hour beauty lesson for just \$10.250 of which is applicable to any Elizabeth Arden purchase you may wish to make. Call 643-9000, ext. 281 for your appointment, or stop by...in Cosmetic Collections, Street Floor—where we are all the things you are.

Troy, Somerset Mall-Big Beaver at Coolidge
OPEN: Mondays, Thursdays and Fridays-10 AM to 9 PM;
Tuesdays, Wednesdays and Saturdays-10 AM to 6 PM;
Sundays-Noon to 5 PM.