

# MALLS & MAINSTREETS

(F)5B

SHOPPING CENTERED



LINDA BACHRACK

## Bringing up baby with keepsake gifts

A new mother always appreciates a cheerful bouquet of flowers to brighten her bedside or scent the nursery. And a bunch of balloons tied in colorful ribbons is a festive way to welcome a new addition. But to give a keepsake is to give a gift that lasts forever. The heirlooms that I discovered for this column are truly gifts from the heart.

Linda Schlesinger is an entrepreneurial success story. She began designing and knitting tiny sweaters and caps for infants 10 years ago. Word spread of her eye-catching, unusual designs embellished with whimsical antique buttons. She named her creations Annie's Antics.

To showcase her work and the handwork of other designers, Schlesinger opened a children's clothing store in West Bloomfield. Today, Kidz Kloz on Orchard Lake Road in Sugar Troop Square offers shoppers a collection of heirloom-quality christening gowns, day dresses and bonnets, in addition to fun and funky casual kid wear.

All of the Annie's Antics collection is featured here, including adult-size sweaters and vests. Schlesinger employs 65 knitters who work out of their homes around the country, and she sells to 200 stores, including Neiman's and Nordstrom's. She has expanded her line to include cotton dresses and delicate crocheted knits trimmed in new and antique lace. Her button collection spills out of huge boxes.

Her keen eye for talented designers is evident in the finery displayed in Schlesinger's shop. Valerie Byrne's one-of-a-kind hand-appliqued and embroidered jackets are standouts (\$199). Another exclusive is the Baby Romantic line, hand-painted by Danita. We picture a diaper outfit (\$50) with matching shoes (\$35) and cap (\$30). The ensemble evokes a vintage look, strewn with watercolor panes. Imagine this montage framed in plexiglas for endless enjoyment.



Store of choice  
Twirling like a ballerina in her made-to-order hand-knit sweater and matching silk bloomers, Serita Mehta of West Bloomfield is a vision of youth in lace and satin ribbons. She willingly models some of the store's sassiest spring outfits and sauciest hats. "She wears hats with everything. She loves them," says mom, Shella. Kidz Kloz has been her store of choice since Serita was born. "Their things are just so unique," I think you'll agree.

For more than 150 years, family and friends have celebrated births with gifts from Tiffany & Co., now directly available to us at the Somerset Collection. Often handed down from generation to generation are hand-chased silver picture frames, cups and porringers. The Tiffany Circus Collection is an exclusive selection of sterling silver and hand-painted enamel figures created by Gene Moore, Tiffany's renowned window display artist. The collection includes a musical carousel.

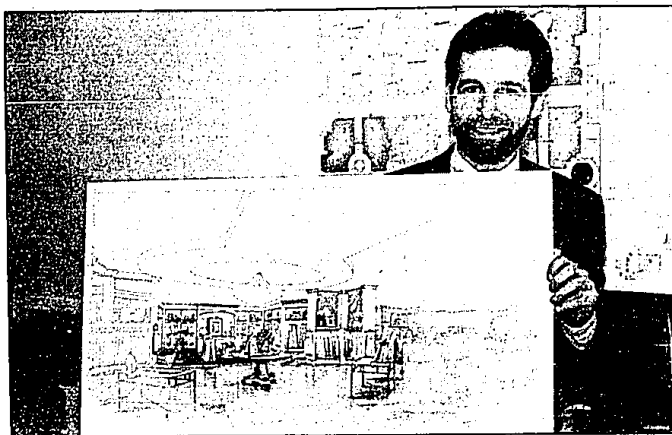


Genna's Gift Gallery, 234 Main Street in Rochester, is a collector's dream come true. Among the gifts that new moms will cherish are Benitz Potter porcelain figurines (Peter Rabbit is 100 this year), the Lindro annual baby ornament and musicals from Enesco.

Disney sculptures  
But the hottest new gift idea is the Walt Disney Classics Collection (\$65-\$200). For the very first time, Walt Disney Studios has translated its beloved film characters from two-dimensional drawings to three-dimensional sculptures, capturing their personalities. Each sculpture is hand-assembled and painted, guided by Disney animators. A backstamp of Walt Disney's actual signature guarantees authenticity. As you look with amazement at Jimmy Cricket, you can almost hear him say "from all of us to all of you" — a timeless gift of memories.

A special memento is a silhouette portrait of your baby. Baby and Me in the Crosswalks Mall in West Bloomfield presents silhouetteist Clay Rice on Thursday, March 18, from 10 a.m. to 6 p.m. Call 855-3214 to schedule a sitting for this charming traditional keepsake (\$14).

Linda Bachrack is a Birmingham resident. To leave her column ideas, please call 953-2047, Ext. 1839 from your Touch-Tone phone.



Home or Hudson's?: Store manager Mike Wade shows off plans for the new lingerie department within Hudson's Summit Place Mall store. Furniture, an oriental rug and a chandelier will transform the department into an inviting shopping parlor.

## Hudson's says 'pardon our dust'

### Renovations in store at Summit Place



BY SUSAN DEMAGGIO  
STAFF WRITER

"Ease of shopping" is the catch phrase that guided Andrew Markopoulos, Hudson's senior vice president of store design, through the renovation plans for the Summit Place Mall store.

"With an eye on today's shopper's crunch for time, we planned the new Summit Place store around a 16-foot-wide main aisle with a clear view to the escalators and adjoining departments.

The whole store will be reconfigured," he said.

"All women's departments will be located on one floor. A Men's Club will be housed on the lower level. The third-floor restaurant will be replaced with a Marketplace takeout or sit-down food area. There will be several circular cash and wraps throughout the store, each with four registers to facilitate shopping during sales and holidays.

"When we're through, this store will shimmer, sparkle and glisten like the Hudson's of old," he said. "We're even restoring the original 100-year-old Hudson's logo for the store's front. It's time to bring it back."

The 18-month renovation project begins May 1. Hudson's president Dennis Toffolo refused to disclose the project's pricing, stating the cost is part of Hudson's ongoing five-year strategic plan for store improvements.

Toffolo said the renovation-expansion would add 50-75 new sales jobs to the store through the opening of an Oval Room, Country Shop, Fur Salon and the doubling in size of the shoe, cosmetics, and

See HUDSON'S, 8B

## Would-be buyers beware: It's a long road

This look at the buying profession is the second in a series about mall workers and their jobs. Buyers make the selections shoppers choose from in everything from coffee makers to birthday cards. Next week: How to become a mall marketing manager.

BY SUSAN DEMAGGIO  
STAFF WRITER

"The best thing about being a

buyer?" mused M.J. of Fabricenters of America (Jo-Ann Fabrics locally) . . . "Well, you have to like long hours and lots of travel and living on the edge. Ordering's a gamble, you can't stock too much or too little. Why, a company's success or failure depends on its inventory management and that is directly tied to its buyer's decisions."

M.J. worked her way through the retail ranks to become a general merchandise manager for Fabricenters based in Hudson, Ohio. As a trainee, assistant buyer, associate buyer, buyer, then merchandise manager, she's traveled the world locating and ordering fabrics and craft items for

See BUYERS, 8B

## Merchants get meals on wheels

BY SUSAN DEMAGGIO  
STAFF WRITER

Sure Domino's delivers, but now the Picnic Food Court at Summit Place Mall does too.

Sue Collins of Waterford can be spotted tricycling hot lunches to merchants throughout the mall between 1 and 7 p.m. daily. The delivery tricycle's trunk is a wicker picnic basket large enough to hold several orders per-go-round. A bumper sticker reads: Picnic, Guess Who Delivers?

"As far as I know, we're the only mall in metro-Detroit to provide this service for our tenants," said Rita Boyles, marketing manager at Summit Place on Telegraph at Elizabeth Lake Road in Waterford. "It's a novel idea that helps save time. And for merchants running their store with only one person, they can now eat lunch or dinner without leaving the premises unattended."

In its second week, the food court delivery program is a quick hit with merchants. A phone call to any of the food court's nine restaurants brings orders more than \$2.50 to their store within minutes.

"We love it here at Foot Locker," said assistant manager Bob Bridges. "It's pretty cool. A neat idea. If there's one guy in the store, he can't leave. It was a problem getting something to eat before the tricycle got here. We've already used it several times. It's fun."

Taco Bell crew leader Mike Meyer explained that it benefits the restaurant staff, too.

"Before the tricycle, if we weren't busy, we'd have a crew person run the order to a store," he said. "But then we were short one crew person for awhile. If we couldn't make a delivery, the merchants would get grouchy — you know how it is when you're hungry."

The tricycle will continue deliveries through Oct. 31.



Lunch express: Sue Collins of Waterford drives the new Picnic Food Court delivery tricycle, bringing lunch and dinner to hungry retailers throughout the Summit Place Mall.

<p>MONDAY, MARCH 15</p> <p><b>BROADWAY BLITZ</b> 10-day salute to Broadway, featuring daily performances by local theater groups, high schools and area theaters. Through March 21. Call for complete schedule. Oakland Mall, 14 Mile/John R. 540-5970.</p> <p><b>BENEFIT SHOPPING</b> Giving O' The Green. Save your receipts. 32 retailers will return 5 percent of purchases up to \$100 to your favorite charity. Through March 31. See participating shops for details. Downtown Farmington. Grand River/Farmington. 474-3440.</p> <p><b>BAND CASTLES</b> Mickey Mouse's Toon Town sculpted out of 100 tons of sand through March 25. Center court. Some sand sculptures reach 16 feet. They depict Mickey and his high school buddies. Television in Mickey's living room plays Disney cartoons. Artist Todd Vander Pluym and team of five assistants create the display while shoppers watch. Twelve Oaks Mall, Twelve Mile/Novi. 348-9438.</p> <p><b>FABRIAN ART</b> Circle Gallery exhibits art with springtime in Paris theme. Through April. Featuring work of Rene Guieu, Judith Biedtke, and LeBauding, introducing two limited edition graphics, Guieu's <i>Le Parc</i> and Biedtke's <i>Odalisque</i>. Somerset Collection, Big Beaver/Coolidge. 649-1779.</p> <p><b>EASTER BIRNY</b> Photos with the main rabbit now through Easter. Train rides for the kids. Wondersland Mall, Plymouth/Hickelbott. 522-4100.</p> <p>WEDNESDAY, MARCH 17</p> <p><b>GREEN CELEBRATION</b> "A Bit O' The Irish" features folk singer Will Denny noon-2 p.m. center court. Pianist Gloria McComb performs Irish favorites 6-8 p.m. center concourse near Winkelman's. "Green" fashions modeled informally</p>		<p>ADDED ATTRACTIONS</p> <p>noon-2 p.m. featuring Eleganza Boutique and Gantons. First 100 shoppers attending lunch-time concert receive free green carnations courtesy of Market Street Florist. Laurel Park Place, Six Mile/Newburgh. 462-1100.</p> <p>THURSDAY, MARCH 18</p> <p><b>CHILDREN'S SILHOUETTIST</b> Artist Clay Rice creates cutout paper portraits 10 a.m. to 6 p.m. Baby and Me. Portraits are \$14. Frames and mats \$10, additionally. Rice is one of a mere 30 silhouettists in the U.S. Call for appointment. Crosswinds Mall, Lone Pine/Orchard Lake. 855-3214.</p> <p><b>TASTE OF RUSSIA</b> Through March 21. Russian crafts, memorabilia of the Soviet Army, native costumes, art work and daily musical demonstrations. Call for complete schedule. Contributions from exhibit benefit Children's Hospital #1 in St. Petersburg and Orphanage #6 in Moscow. Laurel Park Place, Six Mile/Newburgh. 462-1100.</p> <p>FRIDAY, MARCH 19</p> <p><b>LARGE-SIZE BERNAR</b> Liza Diamond, president of Cynthia Howe Woman for Liza "D," helps customers choose best style for their figure type from career into evening dressing. 9-30 a.m. to 3 p.m. Jacobson's Clearwood Dept. Great Oaks Mall, Waterford/Livernois. 651-6000.</p> <p><b>TEA PARTY</b> Celebrating Beatrix Potter's 100th Anniversary. 4 p.m. Jacobson's Children's Dept. Story time visit by Peter Rabbit. Sunday, March 21 kids are invited to visit Peter Rabbit Dingo and help Peter find his blue coat. 1 p.m.</p>	<p>Great Oaks Mall, Waterford/Livernois. 651-6000.</p> <p><b>HAT HELP</b> Designer Jack McConnell greets customers and assists with spring hat selections. 10 a.m. to 3 p.m. Hudsons. Northland Mall, Eight Mile/Greenfield. 443-6000.</p> <p><b>POTTER COLLECTION</b> Artisan from Royal Doulton visits Hudsons to celebrate 100th birthday of Peter Rabbit from Beatrix Potter Collection. 11 a.m. to 3 p.m. Features appearance by Peter R. Stories for children. Lakeside Mall, Half-Shoemaker 565-2830.</p> <p>SATURDAY, MARCH 20</p> <p><b>CHILDREN'S READ-IN</b> Stories, activities and entertainment throughout the mall. AAUW, for example, will read to children, make frog hats and make Nile, 10 a.m. to 3 p.m. Free. Livonia Mall, Seven Mile/Hickelbott. 476-1166.</p> <p>SUNDAY, MARCH 21</p> <p><b>PROM DRESS SHOW</b> Miss J Dept. models latest prom fashions. 1-4 p.m. Receive a complimentary make-over at cosmetics counter and money off hairstyle in Jacobson's beauty salon with any regular prom dress purchase through May 31. Great Oaks Mall, Waterford/Livernois. 651-6000.</p> <p>MONDAY, MARCH 22</p> <p><b>CANCER AWARENESS</b> Blood pressure screening, anti-cancer cooking demonstration. 8-10 a.m. Co-sponsored by Bolzford General Hospital. Project Health-O Rama March 24-25, 10 a.m. to 6 p.m. Free or inexpensive health tests throughout the mall. Laurel Park Place, Six Mile/Newburgh. 462-1100.</p>
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