

MALLS & MAINSTREETS

(F11A)

MONDAY, MARCH 22, 1993

SHOPPING CENTERED



LINDA BACHRACK

Spring breakers create own style

What's hot for spring break? Ask any teen what her favorite new fashion trend is and you'll get as many answers as there are styles.

Actually, you'll hear ideas that the top designers haven't even dreamed of yet, or haven't had the courage to express.

That's because teens defy the boundaries of the fashion world. Seventh Avenue may tell us that the look this spring is retro, meaning love beads, crochet, bell-bottoms and peasant dresses.

Or an ethnic-inspired "world beat" look — a global bazaar of exotic print veils, head wraps and long skirts.

Teens however, with an uncanny ability to create their own personal style statements, combine the best of all the fashion trends to emerge with a totally individual look.

Smart savers

Unwilling to part with a comfortable pair of cut-offs and a favorite white T-shirt, a typical teenager might update with strands of glass beads, an ethnic print vest and a pair of platform sandals. Yvoni Sha's successfully combined all of the new trends without spending all of her baby-sitting money or sacrificing her own brand of comfort.

Meredith Adler of Bloomfield Village is a good example. Just add a waffle-weave knit shirt from the Gap to her favorite jeans, and she'll be happy. She'll top off the outfit with Doc Martins and a leather anklet tied with little silver bells.

They hear bells

Stacey Patton of Warren loves all of the Indian-beaded jewelry and her choice wardrobe essential is an Earth Day T-shirt. Her friend Heather Ryan had her eye on some trend-setting bell bottoms when I spied them shopping at Hudson's in Oakland Mall. "I really think these would be fun," she said, anxious to try the lace-up wide denim bells (\$42 by Paris Blues). Another of the popular new looks is the sheer, flowing dress and long skirt, favored by Erica Densel of Birmingham. "I love baby-doll dresses in flowered prints," she said, though she's not sure she'd wear one to school. These romantic dresses, also called peasant dresses, are available at Jacobson's and It's the Ritz in Birmingham. Try a bodysuit underneath. You'll find racks of them in every color and style.

The long crinkle skirts in multi-color Indian prints are great with fringed vests or full-sleeved white ruffled blouses. See a wide selection of patterns at Jacobson's and Hudson's.

Nellee Lim, a student at Fitzgerald High School, is contemplating a pair of platform shoes. "They're comfortable but weird," she said of the sandals she tried on. Unlaced and Sam & Libby offer good-looking casual platforms. Or check out the suede clogs.

Hats hit hot

Bloomfield Township resident Lia O'Connor has a flair for dressing stylishly as evidenced in her newest purchase from Express. She opted for flowing palazzo pants in a rich coral color, then made the look more classic by choosing a sleeveless button-down shirt to complete her outfit. Lia is a hat lover and when asked her favorite hat of the season, she replied, "whatever fits your personality."

Lots of class

Speaking of classics, they never go out of style and teens are savvy shoppers who know how to buy timeless wardrobe elements with contemporary updates. Maria Carrasco, for instance, longs for a sleeveless linen sun dress to add to her closet this spring. Express interprets this dress smartly in a short, button-front style with a belted back for added shape.

Maria, a Seaholm High School sophomore, can choose from black, navy, coral, butter, white and flax (\$49).

Classic looks also abound at J. Crew in the Somerset Collection. A favorite shopping destination of college students, J. Crew combines cotton tees with silk pants and chiffon skirts, and jeans with relaxed linen jackets and richly textured sweaters.

Classic is never boring here. In fact, the basics from J. Crew are good building blocks for effortless and stylish outfits.

Just ask my daughter, Mary-Brennan. Since she's the fashion-forward teen in my household, I thought she should have the final word. Her picks: a J. Crew bodysuit (\$28) or floral tank (\$54), topped with a bell-sleeved sheer blouse, worn with cutoffs or a cotton voile pareo (\$28). Sounds original to me.

Linda Bachrack is a Birmingham resident. You can leave her column ideas at 353-2047, Ext. 1889.



Magazine on wheels: Mallworks, a local marketing firm, is behind a new promotion to get Americans reading, eating and Cooking Light. Mallworks brings such promotions to regional shopping centers and their captive shopping audiences.

Mallworks: Hands-on sampling



By SURAN DEMAGGIO

STAFF WRITER

Just when you thought malls were for shopping, along comes a company like Mallworks. This downtown Birmingham-based firm, uses the captive mall shopping audience to introduce products like the Nissan Sentra, Budget Gourmet entrees, and new recording artists.

Russell, 33, of Rochester Hills, figures he's come up with a winner in his 3-year-old marketing concept, Mallworks. The Michigan State University communications graduate left a promotions company where he was creative director, to step out on his own.

Mallworks custom designs and produces multi-site, simultaneous promotional tours in shopping centers complete with exhibitory, entertainment, participatory activities, staffing and publicity support for clients of any size," he said.

He describes with pride the Nissan Sentra Mall Launch which took place in 101 malls on Thanksgiving weekend reaching an estimated audience of 20 million consumers. Before the weekend was over, according to Russell, 70 Sentras were sold from the exhibit area and hundreds of additional customers visited showrooms after seeing the Sentra at their malls.

Another successful national Mallworks promotion, The Working Woman Tour, brought together Working Woman Magazine, Leen Cuisine, AT&T, Levi Strauss, local hospitals and other organizations for a sensory exhibit which included health testing, product samples and fashion seminars directed at female shoppers.

Michael Buescher, director of marketing at Laurel Park Place, had words of praise for a Mallworks exhibit at "his" center.

"The company is good to work with," he said. "Attention was paid to details. Everything went smoothly. Mallworks was very organized."

Mallworks places clients in super-regional malls that attract more than 200,000 shoppers a week with the following marketing profile: Shoppers have incomes 30 percent above the national average, 60 percent are women with jobs outside the home, the average age is 38 years, 64 percent have

See MALLWORKS, 12A

They book the Easter Bunny. They promote the health fair in the local

press. They direct tired toddlers to the stroller rental.

Who are these stalwart purveyors of mall amenities?

Ever hear of the mall marketing director?

Behind the scenes, down the hall, and upstairs in the management office sit men and women dedicated to securing prosperity for their shopping centers.

Marketing directors report to the

main managers. They head small departments that create special events, issue press releases, buy advertising, conduct market research, and handle public, customer and tenant relations. Many walk their mall each day, checking in with store managers, moving sale signs out of the right way, picking up trash that missed the barrel, or sitting behind the information booth.

"The best part of my job is creating

an environment that's satisfying for everyone — shopper, employee and retailer," said Twelve Oaks marketing director Elaine Kah. "The job is fun because things are always changing. The worst part of the job is the paper work because I hate writing reports."

Bill Checks has directed marketing at the Livonia Mall for seven years.

See MARKETER, 12A

MONDAY, MARCH 22

SHOPPING BENEFIT
Give 'O The Green. Save your receipts. 32 retailers will return 5 percent of purchases up to \$100 to your favorite local charity. Through March 31. See participating shops for details.
Downtown Farmington, Farmington/Grand River, 474-3440.

SAND CASTLES
Mickey Mouse's Toon Town sculpted from 100 tons of sand through April. Center Court. Additional multi-set exhibit with live Disney shows and parading Disney characters arrives March 26-29. Parents are advised to bring their cameras. Interactive displays throughout the mall. Cartoon neighborhoods, Toon Town Jail and Fireworks Factory featured. Souvenir beach towels available at exhibit for \$12 and store receipts worth \$100.
Twelve Oaks Mall, 12 Mile/Novi 348-9438.

EASTER BUNNY VISITS
Through April 10, 11 a.m. to 8 p.m. Breaks from 2:30-3 p.m. and 5:30-6 p.m. East court. Single photos are \$6. Three for \$12.
Westland Center, Warren/Wayne, 652-5001.

SPRING PIZZAZZ PROMO
Redeem receipts of \$200 or more in mall management for free golf umbrellas through April 10. While supplies last. Other contests throughout the mall include prizes such as a 7-day Royal Caribbean Cruise, Fox Theatre tickets, floral arrangements, Fiesta tickets and Royal Hanoverford Circus tickets. Entries available in center court.
Laurel Park Place, Six Mile/Newburgh, 462-1100.

EASTER BUNNY
Photos with the main rabbit now through Easter. Train rides for the kids.
Wonderland Mall, Plymouth/Middlebelt, 522-4100.

HEALTH-O-BAMA
10 a.m. to 6 p.m. Repeated Wednesday. Throughout the mall. Free and inexpensive health testing and information.
Summit Place Mall, Elizabeth Lake/Telegraph, 682-0123.

EGG DESIGNER VISITS
Theo Faberge, 70, grandson of Carl Faberge, creator

ADDED ATTRACTIONS

of the decorator eggs of Imperial Russia, brings St. Petersburg Collector to Jacobson's 8-9 p.m.
Laurel Park Place, Six Mile/Newburgh, 464-0900.

ARTS AND CRAFTS SHOW
Craftsmen from across the county selling metal sculpture, leather goods, jewelry, quilted items, ceramics and decorative clothing. Through March 28. Regular mall hours.
Southland Mall, Eureka/Pardee 374-2800.

HEALTH TESTING
Free or inexpensive health tests. 10 a.m. to 6 p.m. Throughout the mall. Continues through Thursday.
Laurel Park Place, Six Mile/Newburgh, 462-1100.

THURSDAY, MARCH 25

SPRING DANCE
7-9 p.m. Community Room. \$8 per person, covers entertainment, refreshments. Featuring a repeat appearance by Rennie Kaufman, star of the Fabulous Forties Dance. Reservations suggested.
Lions Mall, Seven Mile/Middlebelt, 476-1166.

USED BOOK SALE
Sponsored by Women's League of Voters. Through Sunday. Mall hours. Next to Montgomery Ward.
Wonderland Mall, Plymouth/Middlebelt, 522-4100.

FRIDAY, MARCH 26

KICK-A-THON
Muscular Dystrophy Fund-raiser. Mall hours. Through March 28. East court. Co-sponsored by Nike Tee Team. Students and teachers demonstrate skills. Boards and concrete blocks will be broken.
Westland Center, Warren/Wayne, 681-6050.

EASTER BUNNY ARRIVES
Grand Court stage area. Through April 10. Visits with photos available.
Summit Place Mall, Telegraph/Elizabeth Lake, 682-0123.

SPORTS CARDS AND COINS
Through March 28. Featuring autograph sessions

ADDED ATTRACTIONS

with two former Detroit Tigers: Mike Heath 1-3 p.m. Saturday, and Dave Rozema 1-3 p.m. Sunday. Sports cards, stamps and coins for sale and show throughout the mall.
Wichester Mall, Rochester/Avon, 652-1152.

BLACK WEDDING NEWS
"Jumping The Broom," an African-American Wedding Planner, author Harriette Cole, visits Hudson's Book Departments to answer questions and sign autographs. Repeated Saturday 3-4 p.m. at Faldane Store.
Northland Mall, Eight Mile/Greenfield, 443-6000.

SATURDAY, MARCH 27

BUNNY BREAKFASTS
Through April 10, 8:30 a.m. at various Hudson's Restaurants. Features sit with Bluebelly Bunny and Waddy Roy, Easter Bunny visits. Tickets \$1.50 per person.
March 27: Twelve Oaks and Southland. Repeated March 28 at Oakland, April 3 at Lakeside and Fairlane, April 4 at Summit Place and Westland, April 10 at Northland and Eastland. Intropeted for the hearing impaired at Faldane and Northland. 1-800-282-2450.

JAZZ CONCERT
Featuring Matt Michaels Trio. 1-2:30 p.m. Center Court. Informal modeling of fashions from mallwide retailers.
Laurel Park Place, Six Mile/Newburgh, 462-1100.

BEATRIX POTTER PARTY
Kids invited to color Potter pictures and plant their own vegetable garden. 10 a.m. Jacobson's Children's Department.
Great Oaks Mall, Walton/Livonia, 651-6000.

EASTER BUNNY ARRIVES
Instant pictures beginning at 10 a.m. to 9 p.m. through Eastor, West Court.
Southland Mall, Eureka/Pardee, 374-2800.

SPRING FASHION SHOW
See what's new, 2 p.m. Repeated 7 p.m. Center Court. Free for shoppers.
Wonderland Mall, Plymouth/Middlebelt, 522-4100.

EASTER BUNNY GARDEN
Through April 10. Daily 11 a.m. to 7 p.m. Sunday noon to 5 p.m. Free treat for each child. Photos available with Easter Rabbit in whimsical Victorian garden display. North Court.
Laurel Park Place, Six Mile/Newburgh, 462-1100.