

# MALLS & MAINSTREETS

MONDAY, MARCH 29, 1993

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## SHOPPING CENTERED



LINDA BACHRACK

## Spring scents are in the air

As Sandi Greenberg of Southfield so aptly articulated for all of us, "It's time to open the windows and let winter out and let the fresh spring air in." Slowly the days are warming and a pale green is emerging from the white landscape. But even though it may not completely feel like spring yet, the scents of the season help to make it a reality.

Favorite spring scents are as individual as personalities. Sandi associates spring with the sweet smells of lilacs and honeysuckle and the heady fragrance of magnolias. Of course all seasonal aromas don't come from the garden. "I love the smell of freshly cut grass and the barbecue grill and the first jar of sun tea that you can put on your porch," she says.

Manicurist Sue Warynsz of Dearborn Heights also associates springtime with lilacs, and she longs for that first warm spring rain that permeates the air with its fresh, clean scent.

### Floral gardens

To speed the season, select potpourris and fragrances for your home, oils for your bath and perfumes for your body that capture nature's blossoms in a bottle. Lori Karbal, 554 N. Woodward in Birmingham, is a European-style cosmetic and skin care boutique that offers specialty fragrances, aromatherapy, vintage jewelry and gifts. Once inside, winter is forgotten as your senses are awakened by delicate garden essences and herbal bouquets, contained in curvaceous flacons and apothecary bottles. All of the necessities of the vanity table are beautifully displayed here.



Karbal's newest line of fragrances is Farmacia Del Cinquale from Italy. We picture the eau de toilette in a spicy, refreshing vetiver scent (\$30) and the

larger bottle of bubble bath available in almond, violeta, mimosa, tuberose and other tantalizing fragrances (\$35). These are the newest and hottest Italian scents.

Karbal's most popular fragrances are the vanillas from Parisien boutiques, L'Artisan Parfumeur and Comptoir Sud Pacifique. The sweet scent of vanilla is noted for its soothing and nurturing effects. Comptoir's Vanilla Abricot is a favorite of Alexandra Awada, a Detroit school teacher. She found the combination of warm Tahitian vanilla with the essence of apricot "really pretty, not heavy."

The gardenia, my personal choice to herald spring, is deliciously blended with coconut, ylang-ylang and vanilla in the captivating fragrance, "Tare by Comptoir."

To guarantee peaceful dreams of springtime, sleep on a pillow filled with an herbal potpourri. The Dream Company makes elegant damask necklaces that contain lavender, cedar, hops, mugwort, wild vanilla and oak moss (\$56). Hops is the most popular of all the sleep herbs, while lavender is believed to banish sadness. Mugwort is reputed to induce pleasant dreams and vanilla and oak moss are mood enhancers. Lori Karbal also has white linen and lace sachets to hang on your bedpost that impart aromatherapy benefits (\$23).

### Fruit punch

Perhaps your favorite spring scent is that of fresh fruits — grapefruit and mandarin oranges, papaya and mango. These are the fragrances that instantly transport you to warm, tropical climes. If so, you'll love the botanical essence of Mariel by H2O Plus in Fairlane Town Center. Inspired by breezes and floral gardens, Mariel is an exhilarating, crisp scent with citrus overtones (\$46).



H2O Plus is a skin fitness center offering botanically based products for bath, shower, skin and hair-care, designed for the entire family. The various

fragrances are formulated to relax or invigorate. My favorite is Goldlust, an exotic blend of aloe vera and gold dust leaves with the rich scent of oriental flowers. The creamy, foaming gel is the ultimate shower indulgence.

Sometimes a product needs only a romantic name to entice us to try it. Veranda is Crabtree & Evelyn's newest introduction to its fragrance line. As its name implies, Veranda beckons its wearer to the spring garden of the deep south where magnolias, roses and jasmine bloom in wild abandon. Here's to the long, balmy days of springtime!

Linda Bachrack is a Birmingham resident. You can leave her column ideas at 953-2047, Ext. 1889.

## Put your money where your heart is



Shopping can be fun, but even more fun when the purchase goes to help someone in need. Cause Marketing is the buzzword for products whose proceeds support shoppers' sympathies.

BY SUSAN DEMAGGIO  
STAFF WRITER

It's hip to care. And so "cause marketing" was born.

The purchase with a philanthropic

Retailers traditionally support the community that supports them. The latest way is through specially designed products whose price tags are shared with programs near and dear to customers' hearts.

Tiffany's has a scarf/perfume set with a portion of the sale going to benefit the Susan G. Komen Breast Cancer Foundation.

Neiman Marcus has its 50 Against One fashion accessories line with a portion of each sale going to the American Foundation for AIDS Research.

Jacobson's is selling Emil Weddige lithographs with a portion of each sale going to the United Negro College Fund.

Valvoline Oil Centers periodically donate portions of the price of an oil change to the Say No To Drugs program.

The Nature Center Stores sell calendars, posters and bells with proceeds to The Nature Conservancy. Since 1988 the company has raised more than \$250,000 for conservation projects.

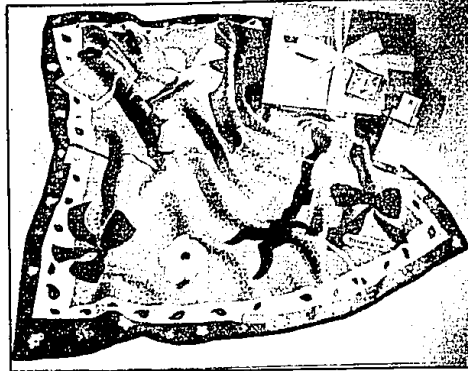
"Cause marketing is a wonderful way for retailers to show their support for issues that are important to the people who are important to them," said Colleen Cragh, retail account executive with the Marx Layne public relations firm.

"On the other hand, customers are delighted to make purchases that could be of value to society. Cause marketing is a double-edged sword."

Cause marketing may have got its start in the 1980s music industry where LIVE-AID and FARM-AID concerts gave customers the chance to rock while making a contribution to the homeless and hungry.

The theme plays on in the '90s. Currently, each purchase of Dolly Parton's single Romeo goes to benefit the American Red Cross.

See HEARTY, 7A



Scarf for the cure: Tiffany's has designed this silk, pink and grey scarf to honor the Susan Komen Breast Cancer Foundation and its Race For The Cure. The 36-inch-square scarf and a 3.7-ounce bottle of TIFFANY sells for \$100 with 10 percent going to fight breast cancer. A great Mother's Day gift. Available at Somerset Collection in Troy or by calling 1-800-526-0649.

## Managing a mall's like governing a small city

Editor's Note: This is the final story in a series looking at retail employment opportunities within shopping malls. The mall manager has the top job at a retail center, running the mall like the mayor of a small city.

BY SUSAN DEMAGGIO  
STAFF WRITER

"The Mayor of Novi introduces me as the Mayor of Twelve Oaks," said Philip Moroso, general manager of the Novi shopping center, with a laugh. "And in a way, he's right."

"A mall is like a small city," Moroso said. "Malls have a public works department, a public relations department and a security force. Malls have roads to patrol in their parking lots complete with stop signs and pedestrian crossings. Malls work closely with the chamber of commerce and other community groups. Malls see thousands of citizens through their doors each week."

Moroso managed Briarwood in Ann Arbor and worked at Fairlane Town Center and Sears before coming to head the Twelve Oaks Mall where many stores lead their companies in annual sales. In addition to coordinating the mall's operations with his

marketing, security and operations directors, Moroso sits on several community advisory boards dedicating his energies to furthering trade in Novi.

Jean Hildebrand has managed the Livonia Mall for 29 years. Before being named manager of the center, she served as comptroller. Her dedication to her community through numerous civic and social committees resulted in her being named Livonia's "Citizen of the Year" in 1992.

"The most satisfying part of my job is making a nice lease that upgrades the center," she said. "The worst part is probably hearing about a water or sewer line breaking in the middle of the night."

Hildebrand does it all at the Livonia Mall with the help of an assistant

and a marketing director.

Kathy O'Malley runs the Northland Mall with similar dedication to the city of Southfield. O'Malley sits on dozens of civic committees and likens Northland to "a small metropolis."

"People consider the entire area around the mall part of the Northland Center," she said, referring to the numerous offices and business plazas adjacent to the mall. "We've had babies born at the mall. We have our own police force. We have a huge population of early morning walkers at the center. We share our community room with various local agencies. We keep busy."

Don Pyden is retiring in May after 20 years as manager of the Oakland Mall in Troy. He also served as mall

**■ 'The most satisfying part of my job is making a nice lease that upgrades the center. The worst part is probably hearing about a water or sewer line breaking in the middle of the night.'**

Jean Hildebrand  
Livonia Mall manager

comptroller before he stepping into the manager's shoes.

"I also agree with the mall-as-city analogy," he said. "We award snow removal contracts. Our tenants are neighbors in a retail neighborhood. We hold special events and serve as a gathering space for the community."

Serving on civic committees, working with people and managing the mall, are Pyden's favorite parts of the job. Not-so-fun is mopping the floors alongside the janitors when the sprinkling system goes kablooey in the early hours of the morning.

Looking back, Pyden had words of caution for area mall managers.

"The competition for shoppers is very, very tight these days," he said. "Malls will have to do something different to attract shoppers. Modern expressways have made it easy for shoppers to jump in their cars and take their retail dollars away from their local mall. Within the vicinity of Oakland Mall, for instance, there are dozens of strip centers to tempt shoppers away from the mall."

"Shoppers will benefit," he said. "As malls add more and more customer services to keep their businesses thriving."

## Architect brings life to mall designs

BY SUSAN DEMAGGIO  
STAFF WRITER

Describing shopping centers as the "last example of communal life in the world," international mall architect Jon Jerde, sees it as his duty "to make life happen" in the environments he creates.

With a slow smile he summed up his formula for dozens of successful shopping projects (including Mall of America), "If you build it, they will come."

But he quickly added, "I try to make life happen in a space, decoding, developing and building a user's fantasy for the place they visit."

Jerde, speaking to design students at Lawrence Technological University in Southfield last week, treated the audience to a slide show of his projects. His portfolio includes shopping districts in California, Kuwait, Taiwan, Argentina, New Zealand and Holland.

"No longer are malls the place to simply go and buy things," he said. "They are the last public spaces in the world where people go to be seen, hang out or window shop. Shopping districts of the future will become more important in stature. Survival will probably become the buzzword for shopping center design during the

1990s as the age of conspicuous consumption ends."

Jerde's projects often marry office space, retail room and entertainment areas together in forgotten areas of a city. The people traffic crosses over each section to keep the district vital, prosperous and populated.

"So much of suburbia is single-purposed and self-serving," he said. "Many areas keep out vitality and need to be converted to mixed uses so life can happen."

The playground atmosphere at Mall of America draws a million peo-



Jon Jerde

See ARCHITECT, 7A

MONDAY, MARCH 29

### EASTER BUNNY VISITS

Stroll through gardens and cabbage patches at most area malls for a picture with the Easter Bunny. Through April 10. Photo packages from \$6. Call your favorite mall for hours and related events. Westland Mall at Wayne and Warren roads features bunny helper Kelly Harding, trained in sign language for hearing impaired children from 11 a.m. to 4 p.m. through April 6.

### SAND CASTLES

Mickey Mouse's Toontown sculptures from 100-plus tons of sand. Some tower 16 feet. Center Court. Through April. Mickey's television set plays continuous cartoons. Twelve Oaks Mall. Twelve Mile/Novi. 348-9438.

### EASTER WINDOWS

Tiffany's displays pay tribute to spring through mid-April — hundreds of eggshells mixed with jewels. Created by display coordinator Annie Green, called "stunning in fragility and artistic precision," by one observer. Somerset Collection. Big Beaver/Coolidge. 637-2800.

### HEALTH-O-RAMA

Free and inexpensive health tests. 10 a.m. to 6 p.m.

Through April 1.

Westland Mall. Warren/Wayne. 425-5001.

WEDNESDAY, MARCH 31

### BUNNY BREAKFASTS

Every Monday, Wednesday and Friday through April 9 at 9 a.m. Various mall restaurants. \$3 per person. Seating on first-come, first-serve basis. Rosco the Clown and the Easter Bunny will visit diners. Call for complete schedule. Lakeside Mall. Schoenherr/Hall Road. 247-1530.

### MAGIC SHOW

See the Easter Bunny appear from inside a basket courtesy of Belling Bill the Magician. 7 p.m. Center Court. Coloring contest for children. Pizze. Winchester Mall. Rochester/Avon. 652-1122.

SATURDAY, APRIL 3

### BUNNY BREAKFAST

8:30 a.m. Hudson's dining room Lakeside and Fairlane. Fading breakfast interpreted for hearing impaired. \$7.50 per person. Reservations required. Skit highlights 100th Anniversary of Peter Rabbit. Includes visit by Peter Rabbit. Repeated Sunday, April 4, at Summit Place and Westland. Repeated April 10

at Eastland and Northland.

1-800-282-2450.

### ORCHID SHOW

Presented by Michigan Orchid Society. Through April 4. Laurel Park Place. Six Mile/Newburgh. 462-1100.

### SPRING FASHIONS

Separate events for men and women. Hudson's introduces Donna Karen's DKNY for Men line. Refreshments. Representatives available for consultations. 3-4 p.m. Men's Club. Breakfast fashion show \$10 per person. 8:30 a.m. Third level. Reservations required. Presented by Hudson's fashion director M.J. Burns and FV director Judy Ivey. Oakland Mall. 14 Mile/John R. 443-6334.

SUNDAY, APRIL 4

### STORYBOOK SUNDAY

For preschoolers. 1 p.m. Center court. Afterward, visit larger-than-life Peter Rabbit storybook and gardens in fountain court. Gardens represent hundreds of hours of work by four local garden clubs. Fairlane Town Center. Michigan/Southfield. 593-1370.