

MALLS & MAINSTREETS

MONDAY, APRIL 19, 1993

6A(F)

SHOPPING CENTERED



LINDA BACHRACK

Bright whites bring smiles

White butterflies in the air
White daisies prank the ground:
The cherry and the hoary pear
Scatter their snow around!

Robert Bridges

'Spring Gooth All in White'
Spring and summer whites — irresistible, crisp, pure, dazzling, romantic, soft, lacy, fresh. These are but a few of the descriptive words that come to mind when I contemplate my vision of the season's color (or non-color) of choice.

My idea of the perfect spring white can be as simple as a white wicker basket filled with daisies, or as elegant as a keepsake blouse fashioned of heirloom lace and cutwork linen.

I asked friends and neighbors and springtime shoppers to share their favorite sunny whites and their answers were varied and personal. White straw hats, peonies, garden roses, gardenias, cotton tea, wicker porch furniture, lace curtains and vanilla ice cream were but a few of their preferences.

What follows is a result of my search for some of the season's best examples of light, bright whites, those that bring a smile to the face and a prayer of thanks for sunny spring days and warm summer days to come.

For morning walks and afternoon picnics, a spring wardrobe essential is the sweater vest. We picture a lacy eyelet stitch tunic from Lisa Parks, 244 E. Maple, Birmingham (\$285). This v-neck design, named "Mother & Child Reunion," is typical of Parks' one-of-a-kind hand-knit creations. Each of her exquisite sweaters is fashioned in unique shapes and exhibits finely knit details. They actually emit distinct personalities via their signature antique and custom-made buttons.

Michelle Wentworth is a Lisa Parks devotee who recently bought the style sweater we picture and touts its timelessness. "I'll have it forever," said the French teacher at Academy of the Sacred Heart in Bloomfield Hills. "It's classic, yet fashion forward." She also bought one for her mom for Mother's Day.

More wonderful whites...
Shiny white wooden porch swing complete with chain and hardware. Perfect for wiling away a spring afternoon with a good book. Crate & Barrel, Somerset Collection, (\$129).

Large white ceramic platter emblazoned with a smiling sun. Eddie Zator Home Collection, Twelve Oaks Mall, (\$29).

Charming white knit romper with lace-trimmed sailor collar (\$26). See this and other delicate whites for infants and toddlers at the brand new Jordan Marie children's shop in Twelve Oaks Mall.

Vintage 1950 glossy white bird cage (\$295). This old-fashioned, ornate home for summer songsters graces the sidewalk outside Watch Hill Antiques, 330 Maple, Birmingham.

Comfy, cozy plush chenille robe for chilly spring nights (\$48). Victoria's Secret, Fairlane Town Center.

Heirloom lace pillows. The lovable lamb wears a collar of pink roses (\$30) and the graceful swan is elegant in snow white lace (\$110). At The Coach House of Metamora, 429 N. Washington, Royal Oak.

Also at The Coach House, shop owners Greg Valenti and Sue Lindstrom demonstrate their exquisite work in a tall Victorian white wicker flower basket overflowing with antique cabbage roses, hydrangea and hops (\$395). I can't imagine anything more beautiful at a wedding ceremony or reception.

Crochet — a favorite this season. I spotted an intricately crocheted long-sleeve cropped sweater, in white of course, by Eppri at Hudson's in Fairlane Town Center.

Hand-embroidered fine linen and batiste handkerchiefs (\$7-\$200). A Touch of Lace, Ltd., 555 S. Woodward, Birmingham.

Soft white terry cloth tote. Carry this fluffy parcel to the pool or beach and unzip to transform into a generous 7½-foot towel. By Susan Barry at Lisa Parks, 244 E. Maple, Birmingham.

Now that the trees are budding and the bulbs are poking through the still-cold earth, welcome the season with your own selection of spring and summer whites.

Linda Bachrack is a Birmingham resident. You can leave her your column ideas by dialing 953-2047, Ext. 1839 from your Touch-Tone phone.



Making a point: Nathan Forbes, of The Somerset Collection in Troy, predicts the shopping center will succeed because it does not try to be all things to all people.

Retailer warns:

Malls must find their '90s niche

■ Before they renovated the old Somerset Mall, Frankel/Forbes/Cohen had a plan: just bring in the best.

By SUSAN DEMAGGIO

STAFF WRITER

To survive in the 1990s and beyond, shopping centers must specialize, and not try to be all things to all people, warned developer, Nathan Forbes.

On the occasion of the Somerset Collection's six-month birthday, Forbes discussed the center's success story with the Fashion Group International's Detroit-area chapter.

Forbes is a partner in Forbes/Cohen properties, co-owners of Troy's upscale shopping center along with Frankel and Associates. He told a sell-out crowd of interested fashion retailers that the days of shopping

center grand openings are over.

"The department store industry has taken on a new shape in the last five years," he said. "Too much debt has forced stores like Macy's, Marshall Field's, Saks, the Federated Department stores which included Burdine's, Bullock's and I. Magnin's to reorganize. They had to sell their successful stores to raise capital. The future will be in expansion and renovation of existing successful centers."

Just like The Somerset Collection. Since its renovation and reopening in the fall with exclusive-to-Michigan stores like Tiffany's, Crate and Barrel, and Barney's New York, sales have been strong.

"The last six months have been difficult for everyone in retailing," Forbes said. "There is the threat from off-price competitors like Wal-Mart and Kmart which plan to build shopping centers that hold their own stores like Sports Authority, Builders

Square, Borders and Walden bookstores. Suburban areas are reaching their retail saturation point."

Discount centers like those in Birch Run, Monroe and West Branch also pull shoppers dollars. Forbes said these centers serve as dumping grounds for seasonal goods that don't sell. They allow the manufacturer to mark down old merchandise, but not as drastically as a department store would at clearance time.

In planning the "new" Somerset Collection, Forbes said his team set down and discussed how to take the tony center to the next level of merchandising without jeopardizing the clientele they had.

"We pre-identified the retailers we wanted to bring to Michigan, then we worked out the economic deals," he said. "When they punched Michigan Zip Codes into their computers, these

See SOMERSET, 7A

New shops open in time for spring

By SUSAN DEMAGGIO

STAFF WRITER

Shoppers delight in what's new, so here's a list of the latest retailing changes:

■ Hudson's Northland will offer items traditionally stored at their downtown warehouse for sale through the year. Four times each year a special storewide Warehouse Sale will be offered.

Shoppers will find warehouse items throughout the Northland Hudson's marked down 20 percent from the clearance sale price, according to spokeswoman Chris Morriaroe. Hudson's will continue to use the downtown warehouse for making repairs and storing carpeting.

"The Northland store in Southfield is a more convenient location for shoppers and the chance for us to keep clearance items in the public's view," Morriaroe said.

■ Jacobson's announced plans to build its 26th store. The store will be a first for Kentucky. Slated for the Hartsbourne Fashion Shopping Center in Louisville, construction begins in September. Jacobson's, headquartered in Jackson, Mich., has stores in Ohio, Indiana and Florida.

■ Mac Cosmetics opens today at the Somerset Collection. Previously available through national sales representatives exclusively, the store will carry the line of cosmetics worn by Princess Di, Cher and top fashion models.

■ Fairlane Town Center is providing free gift wrapping on all items bought at the center. Shoppers can bring items to the Gala Hallowmark Store on the second level near J.C. Penney for the service. Wrapping is available from 11 a.m. to 8 p.m. Monday through Saturday.

Customers must show the purchase receipt to qualify for free wrapping.

■ Six new stores have opened within the Fairlane Town Center, west of the Southfield freeway off Michigan Avenue in Dearborn: Jennifer Convertibles, Company Nine Shoes, Glamour Shots Photography, Mo Neek's (professional women's fashions), Perfumania and Coach.

■ Twelve Oaks Mall in Novi has added four new-to-Michigan stores to its retail mix. Elisabeth is Liz Claiborne's answer to fashions for the large-sized woman. Salon Hayat features computerized imaging and fiber optic lighting for customers unable to decide among 400 different hairstyles. The Franklin Quest store sells time management tools and offers training seminars. Precis retails women's shoes.

See OPENINGS, 7A

MONDAY, APRIL 19		ADDED ATTRACTIONS		PHOTO EXHIBIT	
<p>PHOTO DISPLAY "Moods of Michigan" through April 24. Regular mall hours. Westland Mall, Warren/Wayne. 421-0377.</p>		<p>BREASTFORM FITTING "Narily Me" Breastform fitting clinic for mastectomy patients. 10 a.m. to 6 p.m. Repeated Saturday, 10 a.m. to 5 p.m. Linergic available also. Service courtesy of certified fitters Harriet Dunsley, Alice Shatto and Nancy Gardner. Bobette Shop, W. Huron/Telegraph. 681-2727.</p>		<p>Creative Camera show. Through May 2. Regular mall hours. Penney's court. Southland Mall, Eureka/Panola. 374-2800</p>	
<p>BAND CARNTS Mickey Mouse's Toontown sculptures from 100-plus tons of sand. Some towers, 16-feet. Center Court. Through May mid-May. Twelve Oaks Mall, Twelve Mile/Novi. 343-9430.</p>		SATURDAY, APRIL 24		<p>FRENCH ARTIST Fanchi Lelan visits from Cannes, France. Street scenery, seascapes and interiors dominate brightly colored works. Public invited to Wentworth Gallery reception. 2-5 p.m. Laurel Park Place, Six Mile/Newburgh. 462-5840.</p>	
THURSDAY, APRIL 22		<p>HOSPICE BALL Mary Fisher will be presented the Crystal Cross for humanitarian service at eighth-annual ball at Neilman Marcus. Benefits Hospice of Southeastern Michigan. Jimmy Launce is emcee. Chair-couples include Mr. and Mrs. Michael Ilich, Mr. and Mrs. Mort Crim, and Mr. and Mrs. Richard Golden. Tickets are \$200, \$250 and \$500. Dinner, dancing and entertainment. Cocktails at 7 p.m. Somerset Collection, Big Beaver/Coolidge. 559-9209.</p>		SUNDAY, APRIL 25	
<p>ART SHOW Pontiac Society of Artists, South Oakland Art Association, and Waterford Friends of the Arts, present third-annual Festival of Art. Through May 2. One of the area's largest indoor art exhibits. Mall merchants award prizes. Regular mall hours. Summit Place Mall, Elizabeth Lake/Telegraph. 673-9728.</p>		<p>BOOK SIGNING Photojournalist Linda Solomon signs "American Photographers at the Turn of the Century, People & Our World." Noon to 4 p.m. Jacobson's Home Store, Birmingham. Woodward/North of Maple 644-2303.</p>		<p>JAZZ CONCERT Janet Tenaj and Classic Trio. 1-2:30 p.m. Also informal modeling of fashions from Jos. Bank, Winkelman's and Donna Sacs. Laurel Park Place, Six Mile/Newburgh. 462-1100.</p>	
<p>INVESTMENT SEMINAR Prudential Securities Inc. and Hudson's team up for fashion and financial advice. 9 p.m. Refreshments. Reservations required. Oval Room, third floor. Northland Mall, Eight Mile/Greenfield. 259-5513.</p>		<p>CHILDREN'S SHOW Biancalle Fidget invites the audience to help "Wake Up Mr. Sandman!" Fasciful songs, puppetry and stories. 1-3 p.m. Center court. Twelve Oaks Mall, Twelve Mile/Novi. 343-9438.</p>		<p>CLASSIC BRUNCH Rotunda. Noon to 2 p.m. Tickets \$20 available at concierge desk. Co-sponsored by WQRS. Brunch catered by Sebastian's Grill. Somerset Collection, Big Beaver/Coolidge. 643-6300.</p>	
<p>INTIMATE APPAREL Debra Ankin representing Donna Karan's spring collection, vists Jacobson's. Noon to 7 p.m. Main floor. Informal modeling. Birmingham, Maple/Bates. 644-6900.</p>		<p>PROF PLANS Experts discuss proms from hair to shoes, from flowers to amousines. Noon to 4 p.m. Hudson's prom fashions informally modeled. Junior Dept. Oakdale Mall, 14 Mile/John R. 597-2200.</p>		<p>STORYBOOK SUNDAY WHIO radio personality Dave Lockhart reads "The Sleep Book" by Dr. Seuss. Children who wear their pajamas on pajamas redeemable for merchandise. 1 p.m. Center court. Fairlane Mall, Michigan Ave./Southfield Freeway. 593-3330.</p>	
FRIDAY, APRIL 23		<p>BEAR VISITS Lifestize Muffed VanderBear meets collectors noon - 3 p.m. Repeated Sunday. Representatives from Great American Bear Company will answer questions, display merchandise. Sledways, Downtown Plymouth/Forest. 453-8312.</p>		<p>BLOOD PRESSURE SCREENING Sponsored by Botsford General Hospital for mall walker's club. 8-10 a.m. Meeting includes speed walkers tips. Jacobson's Court. Laurel Park Place, Six Mile/Newburgh. 462-1100.</p>	
<p>RAFT SHOW Through April 25. Regular mall hours. Hundreds of hand-made gifts and decorations. Woodland Mall, Plymouth/Middlebelt. 522-4100.</p>		<p>MOTHER'S PROMO Tee for two at price of one! Customers making a cosmetics fragrance purchase between April 26 and May 8 receive 1 credit for complimentary tee plate for mom with purchase of another at Neilman Marcus Cafe. The \$5.95 tee plate, consists of finger sandwiches, a sweet, and three choices of tea. Reservations required. Teas scheduled 2:30-4 p.m. May 3-15. Somerset Collection, Big Beaver/Coolidge. 643-3300. Ext. 2470.</p>			