

MALLS & MAINSTREETS

6A(F)

MONDAY, MAY 3, 1993

SHOPPING CENTERED



LINDA BACHRACK

New footwear is fun and funky!

This is the season of the shoe. Anything goes as long as it has the relaxed, casual feeling of spring's newest fashions. To complement the fluid wide-leg trousers and longer hemlines, choose from platforms, espadrilles, clogs and wedges — the more substantive soles provide needed proportion to today's fresh, feminine look. "New classics raised to new heights" is one description of the '93 footwear season as envisioned by shoe designer Joan Helpert, the Joan & David in the Somerset Collection. Reminiscent of the 1940s, the solid platform and ariform heel of the Joan & David suede alingback (\$245) are understated, yet fun.

"Don't be afraid of platforms," advises Allecia Mathog of Joan & David. "There are business looks and fun looks and ultimately you have to be comfortable in your shoes." A store regular agreed. Though she loves classic styling, she consented that modified platforms are perfect for certain hemlines.

Diane Slebrasse of Birmingham shook her head in the negative. "I really hate the '60s look and platforms," she said. "It was such an ugly time for fashion." Diane looks for lasting style. But though opinion is mixed, retro designs are hot sellers even within the bastions of traditional footwear emporiums like Joan & David. If your taste runs toward less chunky silhouettes, look for menswear-inspired oxfords, always popular loafers, cork-heeled slings or the updated spectator pictured in suede with a low sculptured heel (\$150).

Don't worry about seeming too trendy if you opt for a newer wedge platform or wood-soled sandal. "The fun pieces are artistic, not dated," says Mathog. Buy what you like and what fits your lifestyle.

If you want to experience shoe shopping in a charged, party-like atmosphere, check out Precis, newly opened at Twelve Oaks Mall. This hip European-styled boutique beckons shoppers with its opulent curved-front window vignettes and blaring overhead music videos.

Music draws shoe lovers

"The louder the music, the busier we get," says store manager Cheryl Pierce. As cherubs float through the clouds on the hand-painted ceiling, shoe lovers are treated to an ever-changing display of the hottest new styles.

"I've sent three of my friends and my mother to Precis," says Kathy Allan of Livonia. She describes the shoes as fun and not too expensive. "It's so hard to find fun, fashion-forward shoes," she said.

Though Kathy loves the new platforms and clogs, her boyfriend hates them. So on this trip, she's trying jeweled sandals and thongs. Her mom bought half-boots which, according to Pierce, are still popular to wear with shorts this summer. I spoke to Angela and Tanya, up from Ohio on a day-long shopping trip and inquired as to the contents of their many shoe boxes. "I love shoes," said Angela. "You should see my closet." She was going home with four new pairs, including back suede mega-platforms from Precis. "I look for style and high fashion. Shoes should make a statement," she added.

Her friend Tanya was still looking for platforms. "Definitely getting some," she said. Her shoe purchase was the new white mule by Keds (\$22).

Lots of looks

Precis has a look for every individual taste from frunge to sophisticated. For casual summer outfits, the Converse plaid lowtop is hot, as is the Birkenstock-look priced at a low \$24. But the choices are endless. Leather and suede clogs on wood or cork platforms are popular, as are classic spectator lace-ups (\$49), granny-style boots and canvas slips-ons by Diesse (\$24).

For a dressier look, you may want a crochet sling-back (\$34) or a rhinestone embellished pump. "Satin shoes for proms and weddings are blowing out of here right now," says Pierce. And the shop can dye your shoes to match your dress.

Linda Bachrack is a Birmingham resident. You can leave her column ideas by calling 953-2047, mailbox 1869 from a touch-tone phone.



STAFF PHOTOS BY JIM RIDER

Clean sweeps: Sean Tillman of Troy, (left) polishes the stainless steel around an entrance to the Somerset Collection. David Niewolah of Clinton Township (below) dusts the planters under the Somerset rotunda.

Cleaning a mall is job for the experts



Heavy equipment and round-the-clock crews are getting the malls ready for spring. But you know the old saying . . . a housekeeper's work is never done.

By SUSAN DeMAGGIO
STAFF WRITER

If you think spring cleaning your house is tough, try spring cleaning a mall.

"You bet it's a big job," said Peter Thompson, operations director at Westland Center. "It takes our mid-night crew three weeks to strip, scrub, clean and refinish 300,000 square feet of terrazzo and cement floor. We also hand scrub around all the entrances

to remove the salt left over from winter."

Next they bring out the heavy artillery.

"Our high-pressure steamers steam the sidewalks, removing the gum and oil we couldn't get to over the winter," Thompson continued. "We've got to re-seal the areas where the grass was killed by salt and rake all around the property, trimming the trees, too."

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Mom's Day cards change with the times

By SUSAN DeMAGGIO
STAFF WRITER

Mother's Day is Sunday, and the card shops that dot our malls and mainstreets are waiting for you with the lights on.

Mom's Day is the fourth biggest card-sending holiday of the year, according to Betsy Helgager, a spokeswoman for Hallmark Greetings in Kansas City, Mo. "Mother's Day fol-

lows Christmas, Valentine's Day and Easter in the number of cards sent," she said. "Last year, 160,000 million Mother's Day cards were purchased in the United States. The first cards were sent in the early 1920s."

Mother's Day was proclaimed an official holiday by President Woodrow Wilson in 1914 when he signed a joint Congressional resolution calling mothers "the greatest source of the

country's strength and inspiration." Hallmark Cards, and its Ambassador Greetings division, has 1,200 different Mother's Day card designs to choose from this year. You can select a Mother's Day card that makes a confession, offers psychological advice, is printed on recycled paper, or one so artful it becomes a treasured heirloom.

"Our cards reflect the changing dy-

namics of the American family," Helgager explained. "They vary from lighthearted to sentimental. The messages acknowledge the reality of relationships that have experienced good and difficult times. "More than half of all American mothers work," she continued, "and about 35 percent of all American children now live in

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MONDAY, MAY 3

NEIMAN MARSH

Especially for Mother's Day, 2:30-4 p.m. Through May 15. Reservations required. Neiman Marcus Cafe. Tea plate, a \$6.95 value, is complimentary for mom with purchase from cosmetics/fragrance department or purchase of an additional tea plate. Somerset Collection. Big Beaver/Cookidge, 643-3300, Ext. 2470.

LITE MENU

Hudson's Marketplace shops debut 30 "lite" dishes created by a registered dietitian within guidelines endorsed by American Heart Association: less than 350 calories, 12 grams of fat, and 75 milligrams of cholesterol per serving. Half-pound servings priced from \$1.49 to \$5.99. Eight locations only. Call for details. 443-6000.

WEDNESDAY, MAY 5

DIA TRIPS

Every Wednesday in May shoppers can ride Detroit Institute of Arts Shop and Shuttle from Somerset Collection to DIA. Departs the mall at 11 a.m. and 12:40 p.m. Departs the art museum for the mall at 2:50 p.m. and 4:30 p.m. Arrives at museum's Farnsworth entrance, docents await tour groups. Lunch available in Vossage Court Cafe. DIA Shop and Shuttle tickets are \$4 for DIA members, \$6 general public. Advance tickets for DIA Museum shops. Shuttle also from DIA shop at Twelve Oaks Mall. Seating limited. Somerset Collection. Big Beaver/Cookidge, 633-7971.

LINGERIE PARTY

Bring mom for night of shopping, prizes and refreshments in downtown Birmingham. 6-9 p.m. Victoria's Secret. Maple/Hierrietta, 433-3520.

ACCESSORY FAIR

Hudson's women's accessory vendors offer tips and suggestions. Accessory Department. Refreshments. 11 a.m. to 3 p.m. at Westland; 3-7 p.m. at Southland. Repeated May 6 at Fairlane 11 a.m. to 3 p.m. Repeated May 7 at Lakeside 11 a.m. to 3 p.m. Westland Mall. Wayne/Warren, 458-5400.

ADDED ATTRACTIONS

FAMILY NIGHT

Disney records presents Craig & Co., kid-friendly rock and roll band, 6:30 to 7:30 p.m. Performing Arts Court. Autographs from 7:30-8:30 p.m. Geared toward lower elementary school children. Free performance includes complimentary pen and autograph book for future celebrity performances. Throughout the mall, from 4-9 p.m. special in-store events, 99-cent food specials for children under 12, drawings, mini-seminars. Lakeside Mall. Hall Road/Schoenherr, 247-1744.

THURSDAY, MAY 6

MOM GIFTS

Through May 9. Free gift for mom with receipts of \$50 purchase. Redeem at Customer Service Desk. Westland Mall. Wayne/Westland, 425-5001.

FRIDAY, MAY 7

POLICE WEEK

Garden City, Canton, Detroit and Westland police present displays and demonstrations. 1 p.m. performance by band trio, "Blue Pigs." Detroit K-9 Unit 4 p.m. Downs. Child I.D. Program. Some events repeated May 8. Westland Mall. Wayne/Warren, 425-5001.

MOM FASHIONS

Noon to 2 p.m. Informally modeled during lunch at Deborah's and Garden Court Restaurant. Fashions from Taboo's, Casual Corner and Mother's Work N'Party. Laurel Park Place. Six Mile/Newburgh, 462-1100.

MOM DISCOUNTS

Several mall stores offering 20 to 30 percent discounts in honor of Mother's Day. Through May 8. Baby and Me, Sally's Design Boutique, Complaisant and Kitty Wagner's Salon included.

Crosswinds Mall, Orchard Lake/Love Lane, 655-6777.

SATURDAY, MAY 8

BARNEY BROADCAST

Sing-along 9-10 a.m. Direct broadcast via satellite presented by J.C. Penney's in Penney's court. Last week to see spectacular sand sculptures in center court. Sand buildings, some 16 feet high, depict Mickey's Toon Town Disney Village. Twelve Oaks Mall, 12 Mile/Novi, 349-9438.

STORYTELLING

Author Neil Lewis discusses her new novel, "The Naked Girl," a collection of mystery/romance stories. 2-4 p.m. Waldenbooks. Oakland Mall, 14 Mile/John R, 653-9418.

PINWOOD DEERY

Ozilva District Scouts will race homemade wood block cars. Registration 9 a.m. Races 11 a.m. to 4 p.m. Winchester Mall, Rochester/Avon, 652-1152.

MOM GIFTS

Crowley's stage area. 11 a.m. Free gift to all moms. While quantities last. Livonia Mall. Seven Mile/Middlebelt, 476-1166.

SUNDAY, MAY 9

CLASSICS AND CROISSANTS

Noon-2 p.m. Brunch catered by Sebastian's Grill. Live concert in Rotunda. Co-sponsored by WQRS. Tickets are \$20 per person, available at concierge desk. Net proceeds benefit DIA and Center for Creative Studies. Somerset Collection. Big Beaver/Cookidge, 643-6360.

STORYBOOK SUNDAY

Linda Landi from WHOC will read "Hazel's Amazing Mother" and "The Play Book" at 1 p.m. Center Court. Free to children. Fairlane Mall. Southfield/Michigan Avenue, 583-3330.