

# MALLS & MAINSTREETS

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1D

SHOPPING CENTERED



LINDA BACHRACH

## A summer face is a real put on

If you're as overwhelmed as I am when you visit the cosmetics counter, perhaps you'll appreciate the professional tips in today's column. Initially, I wanted to focus on the soft new makeup colors for summer, but I found myself inquiring about all the cosmetic and skin care secrets that I ever pondered, from eyelash tints to bronzing powders.

Gerl Emmett of Trish McEvoy cosmetics in New York answered my color questions. Gerl says to think translucent for summer. Sheer textures and light watercolors are the keys to looking cool in warm, humid weather. She recommends a nude eye, brushed in whites and light pinks and lined in a soft brown powder. "A pencil tends to get rather oily in the summer. A powder liner creates a softer eye," she says.

A tinted moisturizer is a good alternative to foundation, and the McEvoy product contains an SPF of 15. This sheer color combined with a bronzing powder produces a sun-kissed look with just two light layers of makeup. (I'm partial to Yves Saint Laurent's Sunny Complexion Powder.)

### 5 minute limit

If you love your red lipstick all year round, try applying your favorite scarlet hue over a base of tawny brown. Voilà! A softer lip look for summer. "Strive for an application of under five minutes," concludes Emmett. After all, you don't want to waste any daylight.

Find the entire Trish McEvoy line of cosmetics exclusively at Lori Karbal in Birmingham.

For a bit of pampering, make an appointment with Todd Skog, the resident makeup artist at Lori's boutique. I observed this well-respected expert at work as he applied his art to the attractive visage of fashion vetter Adriane Petrakis. Adriane wanted a fresh look and she was partial to navies and violets. "No pinks or roses," she pleaded.

### Sponge or puff?

Todd began by removing all traces of Adriane's lipstick with Kiehl's lip balm, a moisturizer that also removes color. He liberally applied Trish McEvoy's concealer to eye lids and lips, using a shade lighter than skin tone. The base color was blended with a sponge for a sheer look. A puff gives more coverage.

Though Adriane tended toward dark, smoky eyes and dark liner, Todd opted to "pop the eyes out" with a lighter look. An ivory base acted as a canvas with a gray/brown shadow lining the lid and a smoky blue in the crease and at the corners. He followed with black mascara and an eyelash curler. Todd warned never to line the inside of the eye, as it takes the white of your eye and makes it smaller.

The finishing touches involved a bronzer for the cheeks and an Auburn lip liner with a brown/red lipstick by Kiehl's. And the verdict? "I like my eyes and lipstick a lot," said Adriane. "The bronze cheeks aren't me but I like them. It's very different, not as intense as my usual bright orange/red lipstick and purple eyes."

"That's the best thing about makeup," says Todd. "You can put on a different face every day. You can make subtle changes and experiment."

### Lash tints are in

I also picked the brain of aesthetician Naeko Vold, the proprietor of Dol-Vando skin care and beauty center in the Bloomfield Town Square shopping center, 2235 S. Telegraph. Known for her invigorating and healing Shiatsu massages, Naeko is also knowledgeable on the subject of cosmetics. She carries Aveda products in her shop and recommends a "bare eye" for summer. This look is achieved, however, with three natural color shadows in apricot and gold tones.

Naeko says that warm weather dictates less makeup, a concealer and translucent powder are usually enough. And lashes are back. A lash tint (\$15) is perfect for summer. Just think, no drippy mascara to mar your dip in the pool.

"I like pale cheeks and stand-out eyes and lips," says Naeko.

A visit to Naeko really wouldn't be complete without a massage (\$15-\$45). A Shiatsu massage removes lactic acid from the muscles and restores balance through skilled manipulation of pressure points. Naeko uses her Shiatsu training to relieve stress and tightness that can have a physical origin. "I can detect gallstones, lack of estrogen, even stomach irritation," she says. Her facials also include Shiatsu massage techniques (\$45-\$55).

Next week: a look at bronzers — the healthy way to a summer tan.

Linda Bachrach is a Birmingham resident. You can leave her column ideas at 953-2047, mailbox 1889, or fax them to her at 644-1314.



JIM FIDER/STAFF PHOTOGRAPHER

Perfect timing: An old merchant's tale says it's not good business to put a clock in a shopping center, but new MeadowBrook Village Mall managers Michelle Shafir and Jim Westcott are breaking a lot of traditions. They'll be at the helm when the 18-year-old Rochester Hills mall is expanded to double its size.

## New chiefs plan mall's growth

By SUSAN DEMAGGIO  
STAFF WRITER

A dynamic trio has landed at the MeadowBrook Village Mall in Rochester Hills to pilot the expanding shopping center through the 21st century.

Jim Westcott moved into the mall manager's office last month to direct operations at the center and coordinate promotions. He held similar posts at the Summit Place Mall and the Renaissance Center.

Michelle Shafir was added to assist with marketing and handle the Specialty Leasing Program. She comes via the Oakland Mall and the corporate office.

And Diner Saurus, a big, purple character wearing a red-and-white bib, was hired to schmooze with shoppers at mall and community functions. Diner Saurus used to work the food court at the mall's sister center.

"Things are happening at the corner of Walton and Adams, according to Westcott, now that the Rochester Hills City Council approved zoning for the mall to expand northward doubling its size, and Adams to be widened into a boulevard from Avon to Walton."

"MeadowBrook Village Mall is starting to come into its own," he said. "Here's a mall that's done well, sitting here waiting for the market to increase, and it looks like that time is now." He added that the mall has always owned the vacant lot next to it on Adams, north of Walton, with an eye to expansion when the time was right.

### Time is now

That time has come, insist the mall's managers. They point to the population booms in Orion, Rochester and Oakland townships, the 50,000 high-tech research and development positions within the Oakland Technology Park, and the success of the out-of-town retailers at the Somerset Collection in Troy. They hope to attract more out-of-town retailers to this market to anchor their expansion.

MeadowBrook Village Mall is owned by Troy-based Robert B. Aikens & Associates Inc. The company also manages shopping centers in Florida, Louisiana and Oklahoma. Westcott refused to speculate on who might anchor the MeadowBrook Village expansion, "but the possibility exists it may be a retailer new to the Michigan market."

A food court is also being discussed for the addition.

Marcia Fowler of Rochester Hills greeted news of the mall's expansion with, "I think it's great."

"I usually drive to Lakeside Mall to shop for my family," she said. "I want more selection than MeadowBrook has to offer. I'll be interested to see which shops come to the center."

The 18-year-old shopping center known as the "mall with the older mill and the puppet shows" is now a "neighborhood specialty center," upscale enough to attract lunch-hour shoppers from the high technology park just one mile away, according to Westcott.

A \$3.5 million renovation project completed last year transformed the dark, almost gloomy mall interior into a sky-lit, star-studded series of local and national stores, featuring light, hardwood floors, bubbling ponds, potted trees and plenty of benches and lampposts.

### Daily puppet shows

The beloved puppet theater at the Walton entrance was also remodeled with well-placed signs promising shows daily at 7 p.m., weekends at 1 and 3 p.m. A mall directory is about to go to press, and two high-styled mall maps stand sentry at both ends of the 168,000 square-foot center.

Part of Shafir's job is acquiring temporary tenants for the six vendor carts that the mall is renting to seasonal merchants and freshman entrepreneurs. To help all tenants, a Visit the Village campaign slogan has been splashed across all mall promotional material.

Shafir said the mall is lucky to have a line-up of highly rated restaurants — Max & Erma's, Kruse & Muer, Oceania, and Embers Deli, but because most have a separate entrance, it's a challenge moving customers from the dining rooms to the stores.

"Because we're a smaller shopping center with just one level, shoppers find it's easy-in, easy-out," she said. "Customers can pick up needed items quickly and find variety."

See MEADOWBROOK, 2D

## Having a ball at the mall

It's not always business as usual in a shopping center. Sometimes real life happens and a sense of humor comes in handy.

By SUSAN DEMAGGIO  
STAFF WRITER



I bet you think malls are just for shopping. Wrong. Wrong. Wrong.

The following episodes reveal that people fall in love in malls. People get chased by bears in malls. Santa Claus gets his feelings hurt in malls. And some find malls the perfect place for nesting.

### Twelve Oaks Mall

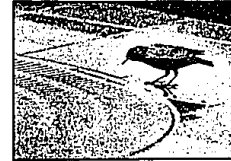
Marketing director Elaine Kab recalled the time two employees became engaged at the Novi mall.

"A guy and a gal worked at the mall in separate stores located near each other, and they would take their breaks outside the stores on this mall bench," she explained. "They met on the bench and after some months, the guy proposed to the gal on the bench. When they got married they asked the mall if they could buy this precious bench. Twelve Oaks Mall made them a gift of the bench as a wedding present." Kab said there must be something romantic about Twelve Oaks Mall because once an entire wedding party showed up at Christmas to have their photos taken near the holiday decorations.

### Oakland Mall

Before he retired from the Oakland Mall in Troy, which he managed for 20 years, Don Pyden recalled the time a United Parcel Service driver

See LIGHTER SIDE, 2D



JIM FIDER/STAFF PHOTOGRAPHER

No Nelman Marcus card: This startling flew into the Somerset Collection at Big Beaver and Coolidge in Troy a few weeks ago with a great appreciation for the mall's reflecting pool and palm perches. The house-keeping staff promptly set after him.

<p>TUESDAY, JUNE 1</p> <p><b>CARTOON EXHIBIT</b> Warner Bros. satire and comedy captured on cartoons including 156 drawings, paintings and cartoon cells. Reveals the creative process. A selection of finished cartoons will play in the galleries featuring Bugs Bunny, Daffy Duck, Porky Pig, Sylvester, Yosemite Sam. Through Saturday, July 25. Tuesday-Saturday, 10 a.m. to 6 p.m. Sundays noon to 6 p.m. Sponsored by Dayton-Hudson Foundation for Hudson's, Meny's and Target. Admission \$3 adults, \$1 children. Flint Institute of Arts, 1121 E. Kearsley.</p> <p><b>BIRTHDAY BASH</b> A June birthday entitles you to a mail-sponsored birthday party, Saturday, June 26. Featuring free cake, clowns, balloons, music and prizes. Registration now through June 25. Chance to win a trip to Disney World. Pick up a birthday card/application at mall management office. Lyonia Mall, Seven Hills/Middlebelt, 478-1166.</p> <p><b>THE CONTEST</b> Classrooms can design a tie for Father's Day. Drawings will be exhibited in The Oak Box store. Winner will be selected from each participating school and be awarded an art wagon, filled with supplies. Contest drawing for three schools to win \$100 prizes takes place 6 p.m. Saturday, June 19. Gift Box, 10 Mile/Evergreen, 352-1080.</p> <p><b>PHOTOGRAPHY CONTEST</b> Amateur's black and white entries accepted through July 15. Prints must be 8 x 10 or larger. Prizes must be mounted, matted or both. Grand prize \$300. Show runs July 20-25. Unlimited entries, \$4 fee per entry. Application form must accompany each photo. Available at mall management office. Lyonia Mall, Seven Hills/Middlebelt, 478-1166.</p> <p><b>CAMP BOMBERST</b> Registration begins for summer fashion camp for boys and girls ages 6-18. Saturday, June 12 through July 24. The camp costs \$95. Application</p>		<p>half mile east of Farmington Road on Grand River. Will be repeated every Saturday through October. Downtown Farmington, 474-3440.</p> <p><b>PIANO-A-THON</b> Benefits for muscular dystrophy, 11 a.m. to 6 p.m. North Court. Sponsored by Schoolcraft College. Laurel Park Place, Six Mile/Newburgh, 462-1100.</p> <p>SUNDAY, JUNE 6</p> <p><b>STORYBOOK SUNDAY</b> Benefits of WNIC radio will read "Big Sarah's Little Boots Shoes," 1 p.m. Center court. Children can earn reading points for gift merchandise. 99-cent meals at participating restaurants. Fairlane Mall, Michigan/Southfield, 593-3330.</p> <p><b>CLASSICS AND CROSSBARS</b> Noon to 2 p.m. Co-sponsored by WQRS. Brunch catered by Sebastian's Grill. Tickets \$20 per person. Available at concierge desk. Somerset Collection, Big Beaver/Coolidge, 643-6360.</p> <p><b>FASHION SHOW</b> Mary Marino, designer for national chain of Chico stores, presents her new designs at noon. Refreshments. The show will be held outdoors, weather permitting. The Boulevard, Orchard Lake/Maple, 632-9715.</p> <p>MONDAY, JUNE 7</p> <p><b>SENIOR DANCE</b> 11 a.m. to 2 p.m. Lower level community room. Free entertainment and refreshments. Newcomers welcome. No reservations necessary. Westland Mall, Warren/Wyway, 425-5001.</p>
<p>WEDNESDAY, JUNE 2</p> <p>forms available at the mall office. Somerset Collection, Big Beaver/Coolidge, 643-6360.</p> <p>CHILDREN'S CONCERT Free sing-a-long concert featuring Joanie Bartels, nationally known children's vocalist. 6:30 p.m. Performing Arts Court. Co-sponsored by mail and Comcast Cablevision. Family night continues through 9 p.m. with special discounts and 99-cent children's meals. Bartels performs her own compositions plus classics from Cat Stevens and the Beatles. Lakeside Mall, M-39/Schoenherr, 247-1744.</p> <p>THURSDAY, JUNE 3</p> <p><b>JEWELRY REBENT</b> Don's offers jewelry and accessories by more than 20 local designers to benefit CANCO (Child Abuse and Neglect Council of Oakland County) 10 a.m. to 6 p.m. Tuesday and Friday, Saturday 10 a.m. to 5 p.m. Artists will be present to take special orders. Portion of proceeds to CANCO. Admission: can of non-perishable food. Through June 5. The Boulevard, Orchard Lake/Maple, 655-5560.</p> <p>FRIDAY, JUNE 4</p> <p><b>BLOOD DRIVE</b> American Red Cross hosts blood drive 1-7 p.m. South Arcadia Community Room. Winchester Mall, Avon/Rochester, 652-1152.</p> <p>SATURDAY, JUNE 5</p> <p><b>FARMER'S MARKET</b> 9 a.m. to 2 p.m. Village Commons Parking Lot. One-</p>		