

MALLS & MAINSTREETS

MONDAY, OCTOBER 4, 1993

9A

SHOPPING CENTERED



LINDA BACHRACK

Deep, rich colors style fall tables

For most of us, the rich, warm colors of fall inspire change. As the leaves seem to magically turn from a pale green to golden yellows, vibrant oranges and harvest reds, we put away summer's lightweight linens and set a table befitting the season.

I wandered through Jacobson's tabletop department in Birmingham last week and admired their colorful table linen displays. Some of my favorites included these hand-painted placemats by Nancy Cohn (\$10).



The whimsical apples and red, accented with green leaves. Blue and cranberry borders highlight the artichoke and the golden sunflowers seem to dance across their canvases. Any of the patterns would add a dash of fall fun to your kitchen or dining room.

For a more formal setting I spotted an elegant fringed ivory brocade runner from the Austin Horn collection (\$112) and a dazzling pearl-encrusted and gold-embroidered table square with tasseled corners (\$155). What glamour for a special holiday table.

They are a palette of tapestry toppers in autumn-rich colors, making them a classic choice for the season. Jacobson's displays a floral and leaf design tablecloth with multi-color fringe (\$185) and a lined fruit motif square (\$142). Their tapestry selection from France includes a Metropolitan Opera-inspired orchestral scene in hunter green and rusts.

Hudson's also features tapestry placemats and runners in its tabletop department. An eyeatcher by Creations de France weaves a garden of wildflowers with friendly forest animals and birds, and borders the playful scene with blossoming tulips (\$30-\$225). Stunning!

Global spirit

Ethnic-patterned linens impart the same richness of color and design as the traditional floral and floral motifs, yet they add a new global spirit to our table dressings.

Last year, Hudson's and Harlem Textile works challenged local students from Casa Tech High School in Detroit to create patterns that could be printed on linens. Hillary Herring's design was chosen to be reproduced as part of the company's collection and sold at select Hudson's locations. "Queen Mother and Child" is Hillary's award-winning design, inspired by "the royalty of ancient African womanhood, superimposed over vibrant rhythms." Hillary's original sketch in black



on green was ultimately printed on placemats, tablecloths and napkins in a spicy shade of paprika.

"I started with 10 thumbnail sketches," says Herring. "My favorite was the mother and child. I then added the shelter and the pedestal." A junior this year, Herring is considering a career in fashion design and created a stylish and imaginative outfit out of her signature fabric.

Herring took her celebrity status in stride, chatting with interested bystanders and friends. Andrea Powell of Detroit was not the least bit surprised by her young neighbor's achievements. She proudly ordered a tablecloth and secured the promise of an autograph. Eunice Wheeler of Detroit was equally impressed.

Linda Bachrack is a Birmingham resident. You can leave her column ideas at 853-2047, mailbox 1889, or fax them to her at 644-1314.

LOOKING AHEAD

What to look for in Malls and Mainstreets next week:

- Linda Bachrack shops for the hottest Halloween costumes in town.
- Susan DeMaggio reports on a retail shake-up in Rochester Hills.
- Promotion companies reveal a few of their "stars' secrets.
- Added Attractions brings you the latest special events.

Rukeyser rips new tax burdens



BY SUSAN DEMAGGIO
STAFF WRITER

Television financial journalist Louis Rukeyser said he knew he made it when Rolling Stone magazine published a list of people's favorite programs and Fab Five Freddie of *Yo! MTV Raps* revealed, "I watch Wall Street Week with Louis Rukeyser, because it's about money and he's cool."

"I am now a hero to my children," the veteran of 24 years of economic analysis he added quipped. "Young people have found that staying home and watching public TV on a Friday night is something better to do. I'm considering a Wall Street Week All-Rap Special."

Rukeyser came to town Sept. 29 as guest speaker for a Hudson's evening of "fashion, insight and information." The financial iconoclast drew a crowd of 650 investors, business leaders and just plain fans, who enjoyed dinner, a fast-paced fashion show and Rukeyser's prognostications.

Rukeyser used the occasion to poke the Clinton Administration's tax plan. "Clinton's made the wrong diagnosis and proposed the wrong cure." He countered that "when gov-

ernments pull back, people move ahead. Prosperity is not created by an ever-expanding government."

He said tax increases from the Bush Administration and tax increases proposed by the Clinton Administration will put America at the highest level of taxation in its history — at 44 to 45 percent when state and local taxes are added in. This can only hurt the economy and prolong the recession.

Rukeyser said the recession is over, the economy is coming back slowly, and Clinton should not intervene and "screw it up."

"Don't just do something, Mr. President, stand there!" he urged to a round of applause. Rukeyser offered six tips families should be following until prosperity returns:

- Don't panic. "Nothing revolutionary or fatal is going on."
- Pay down your own debt.
- Get the household budget in order.
- Reassess your career. "Take a look at your job and your company. If your assessments raise any doubts, market your talent, train for a new career, always be in the business of you."

See RUKEYSER, 10A



JOHN STORMELO

Wall Street words: Louis Rukeyser delivered a pro-business, anti-tax, anti-Congress message to interested listeners, urging them to buy common stocks and avoid naysayers who preach doom and gloom about the U.S. economy.

Retailers promote service that dazzles

BY SUSAN DEMAGGIO
STAFF WRITER

Ever heard of the 3-11 Rule of Retail? It could make or break your business, according to Bob Dery of Consumer Dynamics.

Dery came to Livonia from Cleveland recently to discuss customer service with managers of the Laurel Park Place stores.

"The 3-11 Rule is based on human nature," he told the crowd. "If a customer is treated well in your store, he or she will tell three other people how

great the service is. If he or she is not happy with the service, they will tell 11 people how lousy your store is."

"The moral of the axiom is good service builds business."

OK. What constitutes good service? Dery said it's service that's A.B.C.D. - Above and Beyond the Call of Duty. Without A.B.C.D. service you get customers that D.C.B.A. — Don't Come Back Again.

"Eighty percent of a store's business comes from 20-percent of the customer base," he explained. "Al-

ways remember that a customer is not an interruption of your work, but rather the purpose of your work."

The current retail atmosphere makes customer service even more important than ever because customers have more shopping options than before, Dery pointed out. People can shop by catalog, by television, in strip centers, malls, discount centers, specialty stores or warehouses.

"You've got to cut down a shopper's options," Dery said. "The way to do this is to make sure you provide the

best customer service of anyone."

Dery also advised sales consultants to become actors and actresses, who are always "on," always giving a fine performance.

"A customer should never know when you are down, bored, mad at your husband or worried about your kids," he said. "You must maintain a high energy level, smile, acknowledge and welcome a customer, and be ready to give service above and be-

See SERVICE, 10A

Short, soft hairstyles fit fall fashions

BY SUSAN DEMAGGIO
STAFF WRITER

When it comes to hair styles, everything old is new again.

Drawing inspiration from current fashions, inspired by the past, local hair stylists said finger waves and pin curls are back on top and so is the flip.

At the annual style show of the MarioMax Salon of West Bloomfield last week, Mario Bitonti, Max Rieger and their staff of 24 stylists, created a variety of looks a la the glamour girls

of Hollywood in the 1940s. Models enchanted guests riding the Detroit Star Clipper Dinner Train as they walked down the aisles in unique outfits from Patricia Miles on the Boardwalk in West Bloomfield, sporting waves and flips, and long strands of pearls.

Makeup was added by Britain Tod, also of MarioMax.

"Hair styles are very natural today," said Eric Bitonti, stylist and son of salon co-owner Mario. "The hair products we use to create these

looks last longer and give more shine than products of the past, but the styles are very similar — soft curls, flips, french twists with curls on top, Grace Kelly waves."

Bitonti said the latest hair style for men is longer on top. A European look is very fashionable right now, too. The salon is located within the Crosswinds Mall on Orchard Lake and Lone Pine.

Richard Asztalos, owner of the Charisma Salon of Laurel Park Place

in Livonia said the softer, romantic hair styles are in right now.

"It depends on what part of the country you live in, but here in the Midwest, perms are still big as are french twists, "up" hair, very sophisticated styles. In California it's highlighting and streaking. Redheads are popular now and styles are influenced by the retro fashions. Spikeys out and the ever-popular Dorothy Hamill wedge now comes layered."

See STYLES, 10A

MONDAY, OCT. 4

NEWS PHOTOS

Exhibit of winning photos from this year's World Press Photo competition. Through Oct. 8. Emotional images capture world events. Regular mall hours. Somerset Collection. Big Beaver/Coolidge. 643-6360.

GRAND OPENING

Francis Jewelers, owned by Frank Kusatz, is open in the Forest Place Mall. The store manufactures all pieces within the showroom. Jewelry repairs available. Monday-Wednesday 10 a.m. to 6 p.m. Thursday and Friday 10 a.m. to 8 p.m. and Saturday, 10 a.m. to 6 p.m. Downtown Plymouth. 470 Forest. 455-1453.

TUESDAY, OCT. 5

PAINTING EXHIBIT

Circle Gallery hosts exhibition of paintings by Juan Sanchez-Juarez. Through Nov. 15. Monday, Thursday and Friday 10 a.m. to 9 p.m. Tuesday, Wednesday and Saturday, 10 a.m. to 6 p.m. and Sunday noon to 5 p.m. Somerset Collection. Big Beaver/Coolidge. 649-1779.

WEDNESDAY, OCT. 6

GOOBY VISIT

Disney characters Gooby (as a Canadian bagpiper) and Pluto (in traditional Mexican garb) visit for pictures. The pair add emphasis to the mall's three-week series "Kids Passport to the United Nations," featuring a variety of hands-on activities focusing on world geography through Oct. 24. Walk through tropical rainforest. View an international children's art exhibit. Play Etch-a-Sketch hopscotch and Scottish cabinet toss. Read 80 foreign newspapers and decipher Egyptian hieroglyphics. Store promotions and special events included.

ADDED ATTRACTIONS

Lakeside Mall. M-59/Schoenherr. 247-0762.

THURSDAY, OCT. 7

HOME SHOW

Newest products for homeowners featuring security and energy-saving devices. Regular mall hours. Livonia Mall. Seven Mile/Middlebelt. 476-1166.

ARTS AND CRAFTS

Reed Enterprises of Ohio presents the work of national artisans for sale throughout the mall. Items available include paintings, stained glass, metal sculpture, floral designs. Jewelry and wood crafts through Oct. 10. Westland Mall. Wayne/Warren. 425-5001.

FRIDAY, OCT. 8

PUPPET SHOW

"Mother Goose," Monday-Friday 7 p.m. Saturday 11 a.m. and 3 p.m. Sundays 1 and 3 p.m. Free to shoppers. Puppet theater near main entrance. Meadowbrook Village Mall. Adams/Walton. 375-9451.

SATURDAY, OCT. 9

FASHION SHOW

Presented by Casablanca School of Modeling. Latest fall fashions from mall stores. 1 and 3 p.m. Stage near Crowley's. Livonia Mall. Seven Mile/Middlebelt. 476-1166.

TRENDS SHOW

Hudson's presents latest fashions in a formal show.

Refreshments. Reservations required. \$10 per person. Doors open at 8:30 a.m. Show begins at 9 a.m. Second floor. Career Dept. Oakland Mall. 14 Mile/John R. 597-2980.

HEALTH TESTS

Blood pressure screening by American Heart Association. 11 a.m. to 2 p.m. Repeated Oct. 11 courtesy of St. Mary's Hospital. 8-10 a.m. Free to shoppers. Wonderland Mall. Plymouth/Middlebelt. 522-4100.

BARNEY VISITS

Proceeds from all children's haircuts and hair products at A Flair for Hair will benefit homeless people. 9 a.m. to 5 p.m. Barney will greet customers. Punch and snacks served. Special prices for adults. West Bloomfield. Green Lake/Commerce. 363-0411.

SUNDAY, OCT. 10

STORY HOUR

Linda Land of WHIC radio reads "Pete's Chair," "Whistle for Willie" and "The Snow Day." 1 p.m. Center Court. Kids meals 99 cents at participating mall restaurants. Book tokens redeemable toward merchandise discounts. Fairlane Mall/Michigan. 583-3330.

MARIONETTE SHOW

Puppets explore holidays around the world. Showtimes 1, 2:30 and 4 p.m. Center court. Lakeside Mall. M-59/Schoenherr. 247-1744.

MONDAY, OCT. 11

PHOTO EXHIBIT

Monte Nagler's works through Oct. 24. Center court. Regular mall hours. Meadowbrook Village Mall. Walton/Adams. 375-9454.