

MALLS & MAINSTREETS

MONDAY, OCTOBER 11, 1993

SHOPPING CENTERED



LINDA BACHRACK

Scare up some Halloween fun

The fun and fantasy begins as soon as you enter the stairwell that leads to the magical masquerade show called Van Beut at 2823 N. Woodward in Royal Oak. Handpainted cartoon characters decorate the walls, and colorful masks beckon you up the steps to the second-floor emporium.

On a recent Monday morning, weekend partygoers returned their borrowed identities and reluctantly withdrew from the world of make-believe. The giant smiles heaped on the counter belonged to the oversized papier-mache noggins of a woolly sheep, a shaggy dog and a purple dinosaur. One can only imagine the special event that inspired the rental of those four-legged friends.

Beavis rules

With Halloween right around the corner, the folks at Van Beut are anticipating brisk rentals of Conchead, Star Trek and Beavis & Butt-head costumes. They seem to be the hot characters this year, along with the purple dino and Renaissance wedding attire. With more than 10,000 costumes in stock, you can be anyone or anything you ever wanted to be. Masks, makeup and accessories are also available for sale. Cathy Wyatt of West



Bloomfield will masquerade as the notorious Bugsy Malone at this year's Halloween party. Her costume, complete with pinstripe suit, white tie, spats and a machine gun, complements her husband's Al Capone getup.

Though Van Beut's specializes in teen and adult-size costumes, Little Danielle Wyatt searched through the Santas and

Ruggedy Anns and Snappers and mermaids until she found a bright green dragon suit that fit just perfectly. Danielle proved to be a very jolly dragon, certainly no fire-breather. So indulge your reverie this Halloween. Don a Gay Nineties bathing suit or an



Indian headdress, a military uniform or a hoop skirt. Perhaps you'd like to be a celebrity for an evening. Dare to be Woody Allen or Prince or Groucho. Even the Creature from the Black Lagoon awaits an adventurous soul. The possibilities are limited only by your imagination.

Stitch it up

For some talented nuns, like Karen Bender of Clawson and Jody Spohn of Lapeer, the approach of Halloween means hours at the sewing machine and days scouring the fabric stores. "I'm making Robin Hood, Catwoman, and a vampire this year," says Spohn.

Bender's five-month-old baby, Jacob, will be a pea-in-the-pod come October 30. Older sister Justine, dressed as a farmer, will proudly push her "produce" in the family wheelbarrow. "I've tackled cows and fish and penguins in the past," snit Bender. "The peapod should be a cinch!"

Lois Kafarski, manager of Stewart Fabrics, 275 E. Maple in Birmingham, recommends no-sew Simplicity patterns for less accomplished seamstresses. Look for bunnies, ghosts, witches and monsters. Most costumes can easily be created from felt. But don't be surprised if your little one insists on being Barney or Aladdin or Ariel from Beauty and the Beast, the top picks of the preschool set according to Kafarski.

Anything goes on Halloween. Let your fantasies take flight.

Linda Bachrack is a Birmingham resident. You can leave her column ideas at 953-2047, monox 1889, or fax them to her at 644-1314-30.

LOOKING AHEAD

What to watch for in Malls and Mainstreets next week:

- Retail therapy: Stores that cure the blues
- Linda Bachrack shops for sweet teeth
- Fall catalogs bring big business
- Added Attractions lists special events



STAFF PHOTOS BY JOHN STORMAN

She caught Carmen: Erika Wentzel of Utica crosses the stage at Lakeside Mall to receive a prize for correctly answering geography questions that lead to the arrest of fictional character Double Trouble, an infamous member of Carmen Sandiego's gang of thieves. PBS host Greg Lee came to town with the road show last week.



Is it Massachusetts? Erika Wentzel picks the correct state, the place that gave us Leonard Bernstein, Paul Revere and John F. Kennedy.

Thousands enjoy Lakeside's festival



Like the market squares of old, modern malls bring in jugglers, jesters and joyous celebrations to draw crowds and stimulate sales. When a celebrity or concert is held center court, store owners hope that when the crowd disperses, sales will increase.

BY SUSAN DEMAGGIO
STAFF WRITER

Coordinating a special event at a mall is like planning a wedding with 2,000 guests. It's become a very sophisticated and complicated affair.

How complicated? Just ask Karen MacDonald of Lakeside Mall. She successfully organized the mall's current International Children's Festival

on display through Oct. 24.

"I worked on this event for about a year," MacDonald said with a sigh of relief. "It's great to see it coming off smoothly with so many people enjoying themselves."

Thousands of visitors are expected to participate in the month-long educational-entertainment event, sponsored by the Detroit Newspaper

Agency, the Belle Isle Conservatory, Channel 56, UNICEF, Northwest Airlines and the Taubman shopping mall in Sterling Heights. The festival spotlights the United Nations and contains information about countries and peoples of the world — something for all ages.

A rain forest, complete with jungle sounds and lighting, has been recreated near the Sear's Court in an empty store renamed "World Information Center — West."

After walking through the forest, shoppers can look at newspapers from 40 nations, play a tune on steel drums from Trinidad, view a collec-

tion of dolls in folk clothing courtesy of the Consulate General of the Federal Republic of Germany, see an international children's art exhibit and use a computer program to get a printout of the weather anywhere in the world.

"Teachers and parents from Canada, Ohio and northern Michigan have called about visiting the exhibit," MacDonald said. "It's thrilling. It proves that people are interested in discovering their roots and learning about other cultures."

Each child visiting the exhibit on

See FESTIVAL, 9A

Winchester mall is sold for \$11 million

BY SUSAN DEMAGGIO
STAFF WRITER

Sherr Development Co. of Farmington Hills bought the 225,000-square-foot Winchester Mall at the southwest corner of Rochester and Avon

roads in Rochester Hills for just under \$11 million, a source close to the deal said.

The long-troubled Winchester Mall was held by the Balcor Corp. of Chicago, which foreclosed on the property

in February 1992 after the original owners filed for bankruptcy and were unable to meet the obligations of the bankruptcy reorganization.

"We've been looking at the property for the past three years," said Andy

Shaw, project manager with Sherr Development, which also owns the shopping center at 14 Mile and Orchard Lake Road, home to Bed, Bath

See WINCHESTER, 9A

Deep discounters open new stores around town

BY SUSAN DEMAGGIO
STAFF WRITER

Will the '90s be The Decade of the Discount? It certainly seems so.

Almost every mall and mainstreet

has a \$1 store. Retailers such as Wal-Mart, Kmart, Target, Pace and the Source Club have spread like wildflowers across the country and now even deeper discounters, such as

Tuesday Morning and Variety Outlet, are opening in the area.

Tuesday Morning debuts Oct. 14 with four stores in Bloomfield Hills at the Kingswood Plaza, Square Lake

and Woodward; in the Woodland Plaza in Ann Arbor; in the Village Center on Orchard Lake Road in Orchard

See DISCOUNTS, 9A

MONDAY, OCT. 11

LAUDER EXHIBIT

Neiman Marcus honors Estee Lauder for her lifelong contribution to beauty and art with "All Things Beautiful" exhibit through Oct. 23. Includes video, photographs, commemorative items and memorabilia. Admission is free, attendees receive free sample of Spelbound perfume. Regular store hours. Somerset Collection. Big Beaver/Coolidge. Troy. 643-3300.

COAT BENEFIT

The Petite Sophisticate stores are collecting coats for homeless children, men and women until Nov. 2. The company collected 6,000 coats last year and hopes to top that figure in 1993. PS stores locally include shops at Twelve Oaks Mall in Novi, Laurel Park Place in Livonia, and Meadowbrook Village Mall in Rochester. 349-3620.

PHOTO EXHIBIT

Monte Nager displays pictures through Oct. 24. Center court. Shoppers spending \$50 or more with same day receipts Oct. 14-17, receive a free piggy bank during Dollar Days Anniversary Sale. Puppet shows daily featuring "Mother Goose." through Oct. Meadowbrook Village Mall. Adams/Warren. Rochester Hills. 375-9484.

TUESDAY, OCT. 12

MODEL SEARCH

4 and 6 p.m. Center court. New York agency looking for new faces. Wonderland Mall. Plymouth/Middlebelt. Livonia. 522-4100.

WEDNESDAY, OCT. 13

MAKE-UP LESSONS

24 Estee Lauder representatives teach trade secrets during 1 1/4 hour sessions on skin care and makeup application. Hudson's Cosmetics. Wednesday-Friday sessions 11 a.m. 12:45, 3:15, 5:30 and 7:15 p.m. Saturday sessions 10 and 11:45 a.m. and 2:30 p.m. Sunday sessions noon, 1:45 and 4:15 p.m. Appointments required along with \$15 redeemable deposit. Each instructor will work with table of five guests. Twelve Oaks only. 12 Mile/Novi. Nov. 344-6800.

ADDED ATTRACTIONS

WALKERS MEET

9:30 a.m. Lower level community room. Speaker discusses personal safety. Refreshments. Free. Newcomers welcome. Westland Mall. Wayne/Warren. Westland. 422-5001.

WALKERS MEET

9 a.m. Eaton Place Food Court. Newcomers welcome. Refreshments. Wonderland Mall. Plymouth/Middlebelt. Livonia. 522-4100.

THURSDAY, OCT. 14

USED BOOKS

American Association of University Women, Farmington branch (AAUW) hosts mail-wide sale of used books and magazines. Through Oct. 17, 10 a.m. to 9 p.m. Sunday, Oct. 17 from 11 a.m. to 5 p.m. is Bag Day. Fill a bag for \$3. Proceeds benefit scholarships and community projects. Livonia Mall. Seven Mile/Middlebelt. Livonia. 476-1166.

ARTS AND CRAFTS

Over 60 juried exhibitors demonstrate stitchery, pottery, painting and woodworking. Regular mail hours through Oct. 17. Summit Place Mall. Elizabeth Lake/Telegraph. Warford. 662-0123.

PIANO CONCERT

Glenn McBeth performs. 6 p.m. Center Court. Fashion from Ann Taylor and Mothers Work Maternity informally modeled in north court. Laurel Park Place. Six Mile/Newburgh. Livonia. 462-1100.

FRIDAY, OCT. 15

ARTS EXHIBIT

Original works by local artists of Fraser Fine Arts Association for show and sale. Through Oct. 24.

Livonia Mall. Seven Mile/Middlebelt. Livonia. 476-1166.

LLADRO VISIT

Rosa Maria Lladro, daughter of Juan Lladro, porcelain figure artist and favorite with collectors, greets customers and autographs purchased pieces. 6:30-8:30 p.m. Hudson's China Dept. Repeated 4-6 p.m. at Lakeside on Oct. 16. Twelve Oaks. 12 Mile/Novi. Novi. 344-6800.

SATURDAY, OCT. 16

CHILDREN'S SHOW

Toby On Tour. Includes Kiff puppet show 11 a.m., 1, 3 and 5 p.m. Repeated Oct. 17 at 1, 3 and 5 p.m. Center court. Includes interactive game centers. Oakland Mall. 14 Mile/John R. Troy. 585-6000.

CHINA PAINTING

Flitz & Floyd artisans will demonstrate hand painting techniques in Hudson's China Dept. 12-3 p.m. Repeated at Oakland Mall 1-4 p.m. on Oct. 17 and Briarwood Mall 5-8 p.m. on Oct. 17. Fairlane. Southfield/Michigan Ave. Dearborn. 436-7600.

SUNDAY, OCT. 17

JAZZ CONCERT

1-2:30 p.m. Cool sounds of Alma Smith Quartet. Fashions informally modeled from The Gap, American Eagles Outfitters, Land and Seas and Winkelman's in north court. Laurel Park Place. Six Mile/Newburgh. Livonia. 462-1100.

STORYBOOK SUNDAY

Renee Greenwood of WNIC reads "The Winter Bear" and "I Love My Family." 1 p.m. Center court. Children receive tokens for discounts with every book report returned. Fairlane. Michigan Ave./Southfield. Dearborn. 593-3330.

CRAFTS FOR KIDS

1-4 p.m. Free projects for children making crafts from around the world. Lakeside Mall. M-59/Schoenherr. Sterling Heights.