

# Would a mall by any other name smell as sweet?

By SUSAN DEMAGGIO  
STAFF WRITER

Just when did "mall" become a four-letter word?

It seems that one after the other, our local shopping malls are dropping the moniker and referring to themselves as Collections, Centers or Places.

"That's a good question," laughed Miles McFee, general manager of Lakeside Mall in Sterling Heights. "Let me contact our corporate staff and see if we have an official stand on that."

The next day McFee called to say that most Taubman Shopping Centers prefer to be identified by just their first names. Officially, it's just Lakeside, Twelve Oaks, Briarwood, or in the case of Fairlane, Fairlane Town Center "because of its geographic location."

"Some malls are changing their titles because they want to stand out in the crowd, set aside their position in the marketplace, separate from the pack," he said. "But at our centers, we really don't care what people call us so long as they shop us."

Better not say Summit Place Mall anymore, warned Joe Tyree general manager of the Waterford mall, ooops! Place.

"I don't know how that word got tacked onto us," he said. "If you look at our marquee out front, it just says Summit Place."

(Somebody better take a look at the business cards and stationery of the shopping center, because they all still read Summit Place Mall.)

At the Westland Shopping Center, marketing director Claudia Frederick said there are serious reasons behind last year's addition of "shopping center" to the mall's title.

"Westland is also the name of the city, several local businesses and a clinic in the area," she said. "It's very confusing if I call and say this is Claudia from Westland Mall. People think I'm calling from city hall. I always say Westland Shopping Center. It really identifies what we are all about here."

Kathy O'Malley said Northland Mall in Southfield changed its name years ago to Northland Center.

"Sometime back we changed our name because we've become more of an urban property, not in the sense of a mall, but in the sense of a business community," she said.

Somerset Collection in Troy took its name from its image — a collection of unique boutiques, according to marketing director Sally Victor. "We are a collection of mostly one-of-a-kind shops," she said.

The name change in 1992 from Somerset Mall also reflected the retail changes that took place in the great expansion of that year when Tiffany's, Neiman Marcus, Barney's of New York and Crate and Barrel opened shop there, firsts for Michigan.

At Tel-Twelve Mall in Southfield, general manager Richard Fair said there have been recent discussions to change the name of the shopping center because "frankly, the word 'mall' is passe."

In fact, you find the word attached more to strip centers than malls nowadays," he said. "But, having said all that, we're staying Tel-Twelve Mall because that's what we've been for 26 years and that's how people know us."

Industry spokesman Keith Foxe of the International Council of Shopping Centers said the word "mall" is indeed passe, and most across the country are referred to by just their first names.

"People know their mall as a mall," Foxe said. "Malls are part of the American culture. Malls have become entities. People usually drop the word mall anyway and just say, 'Let's go to the movies at Lakeside,' or 'Let's meet at Wonderland.'"

"It's kinda like Madison Square Garden. To the natives, it's just The Garden."

## RETAIL DETAILS

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■ Vicarious Shoppers

This personalized gift purchasing duo charges \$15 an hour to shop and deliver holiday presents for people too busy or infirm to do so themselves. Charlene Fletcher Hodge of Rochester Hills and Carol Erickson of West Bloomfield have been shopping and running related errands for clients since 1990.

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■ Registry Coordinator

Melissa Champlin has been promoted to gift registry coordinator for the Rochester Hills' Jacobson's store at Great Oaks Mall, Walton and Livernois. The company will introduce a computerized gift registry in February. Champlin has been an employee for three years.

■ Magnolia's Opens

Owners Melissa Christie and Molly Pulite offer exclusive bridal registry and personal service in elegant surroundings. Designer Ron Rea included a water fountain and fireplace in the 1100-square-foot boutique. Store offers one-of-a-kind pieces from auctions and estate sales. 433-0860.



JERRY ZOLNISKY/STAFF PHOTOGRAPHER

**Puppet/Boy: Pinocchio is back for a second holiday run at Hudson's Northland Center.** A walk through a picturesque Italian village captures the story of a puppet who becomes a real boy in 20 animated vignettes, created by theatrical designers for the exhibit.

## Displays from page 8A

nicians working 12-hour night shifts will have spent five days putting it together. Details will be added by the center's own management and operations staff.

South on Telegraph to 12 Mile, shoppers can visit another land of holiday magic at Tel-Twelve Mall. "Holiday Traditions From Around The World" was purchased from RK International, Inc., world-renowned designers and producers of mechanical displays.

"The exhibit was created exclusively for Tel-Twelve Mall and it's a perfect match for the

City of Southfield's international theme and the type of entertainment we will feature at the mall during the holiday months," said Janet VanMaldeghem, marketing director. "The exhibit is a great opportunity to experience both world-wide history and culture."

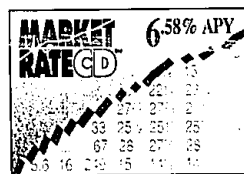
Two large peace doves drape a ribbon over the Tel-Twelve marquee and jewel-like strings of lights glitter from one end of the mall to the other.

Inside, eight vignettes with colorful figures wearing authentic costumes illustrate Christmas and Hanukkah traditions

around the globe. In center court, five animated families are gathered around a 19-foot, high Christmas tree of silver and gold. A 46-foot-long train, *The Snowflake Express*, carries figures of children in costumes from 20 different nations.

Pinocchio is back for a second showing at Hudson's Northland Center in Southfield. This classic tale is brought to life by a series of animated vignettes set inside an Italian village recreated by theatrical set designers. A stroll through the village takes about 20 minutes.

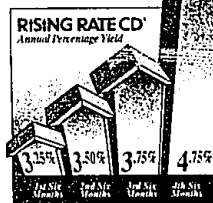
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