

MALLS & MAINSTREETS

Service from page 6A

strollers, responding to requests from customers.

Janet Remedios of Livonia works at the customer service booth at Westland Shopping Center. Her day during the holiday season is a whirl of activity, rent-

ing strollers, selling gift certificates, directing shoppers to stores and restaurants, running a lost and found, explaining promotion details and calling for taxis.

"I love the interaction with peo-

ple this job provides," she said, dressed in a tuxedo blouse with fuchsia bow tie and cummerbund.

"In fact, there aren't many down sides to a job where you are helping others. I guess the worst part

is dealing with shoppers angry about something. I just smile a lot, though."

While manning a customer service counter in the middle of a busy regional shopping center,

one sees "just about everything."

"Look," she laughed, holding up a bright yellow sock. "Someone turned this in to the desk this morning. I guess they expect someone else will walk up to

claim it.

"The oddest request I ever got was from a man looking for a store in the mall that would sell him a colostomy bag. I directed him to the local hospital."

Shopping from page 6A

Value strategy

Chris Morristoe, spokeswoman for Hudson's, had the official word for the lower prices phenomenon "value strategy."

"At Hudson's, our buyers have been working hard to bring in the same quality as in year's past at lower prices," she said. "Value strategy is in place. We found manufacturers to make the quali-

ty merchandise we want under our Boundary Waters label. We've expanded our price points so they begin at lower ranges. We've had more promotions this year than ever before. Shoppers still want the good stuff, and there are so many places to buy it from. Competition is tough."

Last month, the Taubman Shopping Centers conducted a

survey of their national retailers who insisted prices are no higher, and in many cases lower, than 1992. Local Taubman malls include Fairlane, Lakeside, Briarwood and Twelve Oaks.

"This is a holiday where everyone comes out ahead," said Larry Hunt, vice-president, regional manager for Taubman. "Shoppers will enjoy good prices, merchants will see strong sales and the De-

troit-area economy will get a welcome holiday gift. Retailers have been forced to re-evaluate everything about their businesses, from inventory mix to price points."

Crista Kuehl, vice president of Fredericks of Hollywood, with 205 stores across the country, said consumers will find some of the best pricing in years because retailers across the board have been absorbing manufacturer's increases and re-evaluating prices. "We have not passed manufacturer's increases on to the customer at all," she said.

Generation X factor

Generation X, less affluent than the Baby Boomers, may also be influencing consumer direction.

"I think they're the ones leading this search for value and the baby boomers are following along," said Tom Podgorski, vice president of marketing for CPI Photo Finish with 680 stores nationwide. "During boom times in the '80s, Generation X was just at the fringe, so I think that they're more practical and more conservative by nature."

John Kolon, president of Kolon, Blittler & Desmond marketing communications firm in Troy, said Generation X or "busters" as he calls them, are not down and out but cash poor.

"These folks, also known as twentysomethings, are over educated and under employed because the job opportunities available to their counterparts 10 years ago just aren't there anymore.

Their purchases tend to be more active products, the replacement stereos, cars they can buy without a co-signer. They look for value."

Colleen Cough of Marx/Layne, a Farmington Hills public relations firm specializing in retail accounts, said even the upscale Somerset Collection in Troy recognizes the influence of the Generation X shopper on pricing.

"That's why stores like Crate & Barrel, J. Crew and Armani Exchange are doing so well," she said. "Generation X still throws New Year's Eve parties but they don't come wearing silk and velvet. They're in jeans and drinking out of glasses not crystal."

The Generation X factor, she said, will figure squarely into the planning of Somerset North next year.

RETAIL DETAILS

VAN HORN DISCOUNTER

Van Horn's opened a men's superstore at 29555 Northwestern Highway in La Mirage Mall, Southfield.

This new marketing concept for former Van Horn's president Dan Dennis features first-quality designer suits, jackets, sportcoats, trousers and accessories at deep discounts in a no-frills warehouse setting.

The 11,000-square-foot superstore has several tailors on staff and offers a range of sizes from 36S to 54XL. Prices will be kept rock bottom because V&H Liqui-

dation Center is open just three days a week to cut down on operating expenses. Hours: Fridays 10 a.m. to 9 p.m. Saturdays 10 a.m. to 6 p.m. and Sundays noon to 5 p.m., 352-7651.

HEADING UP SAKS

Kim Nye was appointed general manager of the Saks Fifth Avenue store at The Somerset Collection in Troy. Nye had been general manager of the Saks at the Fairlane store in Dearborn. She is a 1979 graduate of Michigan State University and a native of Plymouth, where she lives with her

husband and two children.

Also at Saks Fifth Avenue, the Toulouse Lautrec neckwear collection by Designers in Motion. The group created 17 of Lautrec's greatest designs in four colors on fine Italian silk ties. \$45 each.

GRAND OPENING
CREATE A "GRAND ENTRANCE" WITH QUALITY STEEL DOORS!
• STEEL DOORS 25 Yr. Warranty
• TRAPP & FOX STORM DOORS
• DOORWALLS
• GARAGE DOORS
MANY Styles Available - Woodgrain or Factory Paint

STEEL DOORS Starting at \$245 Installed	STORM DOORS Starting at \$175 Installed
--	--

Door Pictured "338" Interior 1425 for 1000

Licensed & Insured * Price sales excluded from special prices * Prices include Tax

J&E INSTALLATION
15230 Middlebelt Road - LIVONIA (formerly in Westland Mall) 513-2821

SALE • SALE • SALE

2 lb. Prepacked Assorted
CHOCOLATES and CREAMS

\$13.95

per 2 lb. prepacked box (regularly \$17.50)

On Sale through December 12th!

Wonderland Mall - Livonia; Laurel Park Plaza - Livonia
501 W. 14 Mile Road - Madison Heights
Summit Place Mall - Waterford; Twelve Oaks Mall - Novi
Lakeside Mall - Sterling Heights; Frenchtown Square - Monroe
Fairlane Town Center - Dearborn; Universal Mall - Warren

Fannie May Candies

"Ditrich Quality" Beaver & Raccoon Coats

As Sketched: **\$1,897**

"The" Christmas Wish... a fur from DITTRICH

Over 100 Years, Four Generations... Because We Care

IMPRESSIVE SAVINGS
UNIQUE PAYMENT TERMS
50% Down and you don't receive a bill until February

DETROIT • 873-4500 • 1773
BLOOMFIELD HILLS • 843-3000
Mon-Fri 10 a.m. - 6 p.m.
Weekend 12 p.m. - 5 p.m.
Bloomfield Hills • 843-3000

Handcrafters ARTS & CRAFTS SHOW

December 10, 11, 12
Fri. 9-9, Sat. 9-5, Sun. 11-5
at the
Northville Recreation Center
303 W. Main 2 Bldg. W. of Sheldon
downtown Northville

Admission: Free. Lunch Available. No baby strollers please
Promoters: Sue Smith, Mely Peterson P.O. Box 87444
Canton, MI 48187-0444 (313) 459-0000

RK
YOU CAN NOW AFFORD

Michigan Eyecare Institute is now making Myopia Surgery (RK), more affordable than ever.

Now accepting Blue Cross/Blue Shield of Michigan plans that cover RK Surgery.

Now participating with all other insurances covering RK.

No interest, easy payment plans available.

New affordable prices.

WHY CHOOSE The Michigan Eyecare Institute?

Dr. William Myers and Dr. Mark Rubinstein were:

- First in Michigan to perform RK Surgery over 15 years ago
- Responsible for teaching doctors the procedure for over 15 years
- Published the articles which describe and have refined the procedure over the past 15 years.
- In office setting designed specifically for your needs during RK Surgery.
- First in Michigan to have the Excimer Laser now in Windsor used to perform refractive procedures.

FREE Screenings available at your convenience or a consultation by appointment with Dr. William Myers or Dr. Mark Rubinstein.

MICHIGAN EYECARE INSTITUTE

1-800-676-EYES

SOUTHFIELD: 29877 Telegraph, Suite 100 352-2806
LIVONIA: 14555 Levan Rd., Suite E-101 • DEARBORN: 5050 Schaefer
DETROIT: Fisher Building, Suite 874

COUNTRY FOLK ART SHOW & SALE

DECEMBER 10-11-12 NOVI EXPO CENTER

1-96 to Novi Rd. Exit #162, South 1/4 mile, West onto Fondra Dr. to 43700 Expo Center Dr. • "Kitty Corner" across freeway from 12 Oaks Mall

THE LEADING FOLK ART SHOW IN THE NATION FEATURING THE BEST, TOP QUALITY FOLK ARTISANS FROM ACROSS THE COUNTRY

Country & painted furniture; pierced & stenciled lamp shades; teddy bears; spongeware; pottery & stoneware; baskets; Twig & Willow full size & small scale furniture; Windsor chairs; quilts; samplers; linens; blacksmith; dolls & toys; tape painting & stenciling; rag, braided & hooked rugs; carvings; dried florals; country clothing; accessories & textiles; calligraphy; weathervanes; decoys; fireboards; Shaker boxes; folk art paintings; floorcloths; candles; gourmet delights; French Country, Primitive Country, Americana & Victorian, Southwest & Country-Western Items. All Country decorating needs for sale. (Items May Vary)

Friday eve, 5-9 pm Adm. \$6 (Early Buying Privileges)
Sat. & Sun. 10 am-5 pm Adm. \$4
Children under 10 Adm. \$2

Publishers of Country Folk Art "TOY BOX" & "Yippy-Yi-Yee" Magazines

Country
Folk Art Shows, Inc.
P.O. Box 11000
Livonia, MI 48462
(810) 634-4151

MICHIGAN EYECARE INSTITUTE • LEADING EYECARE WITH A VISION