

MALLS & MAINSTREETS

Swimsuits from page 4A

assistant Sharon Feury of Troy, asks questions about the customer's swimsuit needs and preferences. When the salesperson gets an idea of what the customer is all about, the two enter the fitting room in the back of the shop to select appropriate tops, bottoms or one-piece designs — and the first fitting begins.

"A customer will tell us if they want the waistband higher or lower, the neckline with or without

straps, the thighline cut longer or higher," Bross said. "We talk about what would look best and why."

Next, the customer selects her swimsuit fabric from various color and print samples that can be mixed and matched for a custom creation. In the privacy of a dressing room, measurements are taken and entered into a computer for a numerical pattern from which to cut.

The order and fabric go into a bag for Oppermann to stitch into a Beach Bound Ltd. special. Her work is so perfected that the inside of the suits look as smooth and professional as the outside, with no open seams.

Bross said she bought the idea for the company nine years ago from a woman who had a similar store in Florida.

"I stopped in her shop while on vacation and thought it was a

great business idea. The woman warned me that custom bathing suits would never sell well in Michigan, but she was wrong," Bross said. "Our swimsuit season is actually longer than hers because so many people travel and vacation year-round."

"I really enjoy my work. I know I'm helping people feel good when they are in a situation where other people are looking at them. My swimwear gives confi-

dence that you normally don't have when you go to the pool or the beach."

Donna Herron of Waterford stopped in to order her fourth bathing suit from Beach Bound before a trip to Cancun.

"I can get the fit I want by asking them to drop an inch or two here or there, tighten the suit on top or add a tummy liner or sock-up bra," she said.

"So many of the bathing suits

in department stores are too skimpy or there's no bra inside. If there is a bra, then the suit is too old fashioned. I can get just what I want here and they do a great job. I've sent five of my girlfriends to Beach Bound."

The shop no longer makes men's or children's swimsuits. It's for women only.

For an appointment, call 810-645-6088.

RETAIL DETAILS

Retail Details features the latest openings, closings, new merchandise lines, personnel changes and other news around the Malls and Mainstreets community. Mail submissions to: Retail Details, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia, 48150. Or fax them to: 313-591-7279.

HOLIDAY RETAIL REPORT
The Michigan Retailers Association said holiday sales rose on average 16.5 percent over 1992 sales from Thanksgiving to Christmas.

According to Larry Meyer, MRA vice chairman, the increase was better than the 12 percent predicted by the association in a pre-holiday poll. Sales were highest in Lansing, Battle Creek and Jackson where 68 percent of the retailers reported an average increase of 20 percent over the 1992 holiday figures.

Here in southeast Michigan, 63 percent of the retailers reported increases averaging 14 percent over last year's figures.

The association attributes the sales increases to "greater consumer confidence, larger inventories, more effective advertising, and higher levels of customer service."

The association represents 3,900 retail companies operating more than 5,600 stores across the state.

WARNER BROS. DEBUTS
Warner Bros. will open two gift and clothing shops in Michigan in May, at Lakeside in Sterling Heights and Briarwood in Ann Arbor.

The shops are part of an international 40-store expansion into new markets including stores in Glasgow, Scotland; London, England; and Berlin, Germany. The company's flagship studio store is in Manhattan. It opened in 1993. Warner Bros. Studio stores offer related merchandise and gal-

lery quality Animation Art in an environment that resembles a studio backdrop.

NEW COSMETIC LINE
Poppy, a new cosmetic line created by 21-year-old Australian entrepreneur Poppy King, is being introduced at Barney's New York in the Somerset Collection in Troy. The line is small, but there are plans to increase the number of products.

Poppy consists of 21 colors of lipstick, seven eye shadows, four eyeliner pencils and four lip liners. Poppy's lipstick shades are named after The Seven Virtues, The Seven Deadly Sins and Innocence, Purity, Honesty, Faith, Hope, Charity and Trust.

JACOBSON'S HONOREE
J. Russell Fowler, 75, chairman emeritus of Jacobson Stores Inc., was recently honored for his career in retailing and his contribution to the National Retail Federation at a luncheon in New York City.

Fowler received the federation's Silver Plaque award. He served as chairman and chief executive officer of the Jackson-based retailer from 1982 until his retirement in 1993.

Fowler's career spanned five decades at Jacobson's, in various positions including vice president and president. He joined the company's board of directors in 1955.

MATERNITY WEAR
Bold Beginnings Inc. is marketing maternity wear by New Additions through home showings and mail order catalog.

The collection is based on interchangeable mix-and-match pieces that provide a variety of outfits at an affordable price.

For more information, call company president Charisse Dore Nilles of Canton at 313-459-4148.

MANAGER ACCREDITED
James L. Westcott of Lake Orion, manager of the MeadowBrook Village Mall in

Rochester Hills, received professional accreditation as a Certified Shopping Center Manager from the International Council of Shopping Centers.

ICSC grants accreditation to individuals with at least four years of professional retail service who pass a written examination administered by the Educational Testing Service of Princeton, NJ.

NEW COCOA GODIVA
Godiva Chocolates introduces Cocoa Godiva, a solid chocolate meltaway that, when plopped into hot coffee or milk, creates a cup of cocoa.

Hudson's Marketplace Departments at Summit Place, Oakland Mall, Southland Mall and Lakeside will offer shoppers sample Godiva coffee flavors 11 a.m. to 3 p.m. Feb. 4-12 in the Marketplace.

KNITTER'S SHOP OPENS
Imaginknit has opened in the Applegate Square on Northwestern Highway in Southfield.

Owner Denise Norber carries the largest selection of Anny Blatt and Dye'd in the Wool yarns in the Detroit area. Imaginknit also carries Missoni, Tahki, Classic Elite and Trendsetter yarns.

Imaginknit offers custom hand- and machine-knitted garments, expert finishing, buttons and accessories. For more information, call Imaginknit at 810-355-1400.

MERCHANT BOARD CHOSEN
Wanderland Mall Merchants Association in Livonia elected its 1994 board of directors:

George Deeb of Precision Watch, Ken Hauser of Livonia Gold & Silver, Susan Frederick of Cooper's Watchworks, Joe Thomas, property manager, Toni Severinski of Casual Corner, Gail Hagan of Hallmark, Dawn Ostrega of Petal Peddler, Vic Khoury of Cards N' Things, Melanie Williams of Arby's, Christopher Holmes of Athletic Express, Kevin Fitzpatrick of Footlocker and David Kirvan of Meyer's Jewelers.

DOLL LOVERS SAVE 10%-30%
on 100's of Beatrix Dolls, Antique, Madame Alexander, Corbie, Goll, Frazer, Robin Hood, Garry & more!
Selected Dolls Not Included.


Sale extended thru 2/14/94 due to cold weather.

The Doll Hospital & Toy Soldier Shop
3947 W. 12 Mile • Berkley (conveniently located near I-96)
M-Sat. 10-5:30 P.M. 10-8 (313) 843-3118

WEIGHT CONTROL

If you're overweight and recognize that personal problems and life stresses are contributing to the problem, contact Dr. Ralph Keith, an experienced psychotherapist to help you regain control and live life more productively.

Ralph P. Keith, Ph.D.
28336 Franklin Rd. • Southfield
746-0844



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To find out more about the new Junior Achievement elementary school volunteer program, call 1-800-THE-NEW-JA.

WINTER SPECIALS

Clyde Burtrum Furs of FLINT has been appointed to manage a:

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