

MALLS & MAINSTREETS

MONDAY, MAY 16, 1994

SHOPPING CENTERED



LINDA BACHRACH

Stores blooming with sunflowers!

Nothing says summer quite like a wicker basket filled with sunflowers. But how can you capture the fragrance, texture and beauty of the fresh-picked flowers year-round? Floral designer and artist Jan Busse of Farmington Hills exhibits her love for all botanicals in vibrant floral arrangements that preserve fruits and flowers in their natural environment.

Each element in Busse's arrangements is freeze-dried, a lengthy process by which nature's bounty is preserved to retain the look, feel and smell of the original. Her cottage industry, Busse's Nature Preserve, produces and supplies the freeze-dried arrangements to area businesses and creates custom designs for individual clients.

"I strive for a natural, wild look that is still fresh and unique," says Busse. She remembers gardening with her grandmother, gathering flowers as they walked through her extensive perennial beds. Her gathering basket overflowed with bachelor buttons as well as tomatoes and herbs from the kitchen garden. This is the essence of her creations. The flowers look as though you picked up a basket and walked through the woods, plucking your favorite blooms to arrange together for a beautiful keepsake.

The basket pictured contains a pungent mix of sunflowers, lemons, strawberries, kiwi and sprigs of dried wildflowers.

Some of her other arrangements include broccoli, eggplant, brussels sprouts — almost any fruit or vegetable you can imagine. And the stars of the freeze-dry process are the roses. They retain their delicate shapes and colors, and nestle invitingly among Busse's other fresh-from-nature elements. All the creations are embellished with yards of silk ribbons.

Look for Busse's works of art at area Nature Nook Florists, Lee's Specialty at the Somerset Collection in Troy, and M.T. Hunter, 1000 S. Woodward in Birmingham (810-3160), or call 855-4721.

Summer favorites

For more sunflower designs, check out Folkways Trading Co., 839 Penniman in Plymouth, where sunflowers bloom in a rustic metal flower box in the window (\$95). Grouped next to the box are framed sunflower prints in various sizes. For the gardener in your family, hand at the Twelve Sprouts bright yellow sunflowers (\$7.95), and whimsical sunflower stakes stand tall among the "Annals" (\$42 and \$52).

Perk up a collar or lapel with a pewter pin shaped in a gardening motif — pots of sunflowers, watering cans, wheelbarrows or birdbaths (\$10.95).

The shop at the Twelve Sprouts in Southfield is always with vibrant sunflowers, and you can delight in their selections for less than \$20. We picture a jaunty straw hat adorned with an oversized sunflower, from Winkelman's (\$19) and a T-shirt that blooms before your very eyes, from Crowley's (\$18). Also check out the sunny tee at Monograms

Today (\$18.95). The Glitzy Tree features long-stemmed silk sunflowers (\$5.99), sunflower sachets wrapped in burlap (\$5.95), stained glass sun catchers (\$9.95) and darling chef's aprons with deep "flower pot" pockets.

The silk hair bow and leather barrette are from Claire's (\$5.99-\$7.99), and Pionna Hill's gorgeous cutie table mat, "Country Flowers Bowl," is available at B. Dillies Bookellers (\$17.99).

The Print Gallery, 29203 Northwestern in Southfield, lets you recreate a Van Gogh landscape in your own backyard with "The Sunflower Collection," an assortment of sunflower seed packets. The kit, inspired by Van Gogh's "Twelve Sunflowers in a Vase," also includes note cards and planting instructions (\$25).

Linda Bachrach is Birmingham resident. You can leave her column ideas at (810) 953-3047 mailbox 1899 or fax them to her at (810) 644-1314.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Linda Bachrach celebrates outdoor entertaining with new ideas for patio dining.
- More Than You Bargained For honors another sales person nominated for excellent customer service by an appreciative shopper.
- Added Attractions lists all the latest happenings at the malls and Main Street shops.

35 years of success for jeweler

BY SUSAN DEMAGGIO
STAFF WRITER

After 35 years in the jewelry design and manufacturing business, you'd think he'd seen it all. But Austrian-born Erwin Pearl (what a great name for a jeweler) is still excited about new collections and still coming up with unique inspirations.



He talked about The Wrought Iron Collection on a recent visit to Neiman Marcus in the Somerset Collection in Troy where a retrospective of his finest pieces were on display.

"Nature remains a great source of ideas for a keen observer," he said. "The flowers, trees, wildlife — all can be interpreted beautifully in jewelry and that's what I've always tried to do. The same for architecture. Noticing the iron gates that surround cities in Austria, it dawned on me that they would make great jewelry if I could find a way to interpret them."

Pearl and his wife, residents of New York City, have four daughters and eight grandchildren. Presiding over a \$30-million international jewelry business with a staff of 400, finds Pearl globe hopping frequently to visit retailers and factories from Czechoslovakia to Paris. The manufacturing headquarters is in Providence, R.I.

Pearl got his start in diamond cut-

See JEWELRY, 7A



Designs for Success: Erwin Pearl has high standards.

Retail businesses in suburban malls and on suburban Main Streets are invited to submit announcements of upcoming special events and promotions for Added Attractions. The deadline to submit news is the Wednesday before publication on Monday. Send announcements to Malls & Mainstreets, 36251 Schoolcraft, Livonia 48150 or fax them to (313) 591-7279.

MONDAY, MAY 16

ART & PUPPETS

The Reckless Dragon puppet show through May. Monday-Friday 7 p.m. Saturday 11 a.m. and 3 p.m. Sunday 1 and 3 p.m. Free at mall's puppet stage. Also, make-up exhibit of art works by students from Rochester Schools through May 31. Meadowbrook Village Mall, Adams/Huron, Rochester Hills. (810) 375-9451.

LEADRO EXHIBIT

"Cinderella's Arrival" (valued at \$25,050) on display through May 24 at Genna's Gift Gallery. The figurine is the largest in the Leadro Collection, 24 inches high by 45 inches long. The porcelain figurine is the fulfillment of a dream for Juan, Jose and Vincente Lladro, the founding brothers of the famed Spanish studio. "Cinderella's Arrival" took over 200 molds and 150 hours to assemble. "Cinderella's Arrival" will be limited to 150 figurines a year for 10 years, then the molds will be destroyed. Downtown Rochester, 234 Main St.

WEDNESDAY, MAY 18

SEA SHUTTLE

Round-trip bus from Detroit Institute of Arts Shop at the mall to Art Museum in downtown Detroit. Leaves mall at 9 and 11 a.m. Leaves museum at 2 and 4 p.m. Repeated June 15 only. \$7 tickets include bus fare and museum admission. Seating limited. Reservations required. Ticket Office, 12 Mile/Novak, Novak. (313) 633-1719.

FASHION TEA

Designer Ron Leal presents his Fall Collection during High Tea, 2-4 p.m. Jacobson's. Reservations required.



DISCOVERY KIDS PHOTOGRAPH

Discovery Kids: Summit Place Mall's new science education program features murals like the Marine Life painting in the background and performances by the Discovery Kids. The 22-member troupe includes, from left to right: Dan Jamison, 8, of Troy; Emily Roe, 8, of Commerce Township; Sarah Henning, 9, and Sarah Staples, 11, of Bloomfield Hills; and Katie Cavallieri, 10, of Commerce Township.

Discovery fair links shopping to learning



Moms have kids. Kids need stuff. Malls have stuff. Therefore, moms and kids need malls. You don't have to be a philosopher to appreciate the marketing savvy behind the new Discovery Program at Summit Place Mall.

BY SUSAN DEMAGGIO
STAFF WRITER

Do gorillas build nests? Does a baby tortoise travel on its mother's back? How fast can a dolphin swim? If you don't know the correct answers to these questions, you might be tempted to call the zoo or pull out an encyclopedia. But a much more fun learning experience awaits at the mall.

The mall?

Summit Place Mall, at Telegraph and Elizabeth Lake roads in Waterford, presents the Discovery Program beginning May 20. This \$200,000 science education program is geared to elementary school children, but valuable to shoppers of all ages.

Eight gigantic murals have been painted throughout the mall on empty storefronts, storage rooms

See DISCOVERY, 7A

Summit Place ▼

- Originally constructed in 1961
- Major expansion and renovation in 1988
- Currently 1.5 million square feet
- Major retailers include: Hudson's, JCPenney, Sears, Kohls and Montgomery Wards.
- The center is laid out on one level for convenience
- The center is a Ramco-Gershenson property

ADDED ATTRactions

Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 591-7696, ext. 278.

FLOWER SHOW

Crabrook Gardens 22nd Annual Spring Plant Sale, 10 a.m. to 7 p.m. Repeated May 19, 10 a.m. to 5 p.m. Merchandise includes: Michigan wildflowers, miniature roses, orchids, patio baskets, greenhouse plants, topiary, ferns, herbs, perennials, annuals, garden sculpture and hand-painted garden items. Crabrook Gardens, Lone Pine/Le. of Crabrook, Bloomfield Hills. (810) 645-3149.

CRAFT SHOW

Arts and crafts for show and sale throughout mall until May 22. Goods featured include wooden plaques, sculptures, quilts, flower arrangements and oil paintings. Oakland Mall, 14 Mile/John R. Troy. (810) 585-6000.

THURSDAY, MAY 19

WOMEN'S HEALTH NIGHT

Annette's Unique Boutique, which features products for masochism patients, hosts Heart To Heart II, a fashion show, self-esteem show, dinner, support group, raffle and speaker the Rev. Linda Domink-Lynch from Church of Today, 6-9 p.m. \$15 per person. Reservations required. Sterling Inn, 34911 Vin Dyke, Sterling Heights. (313) 795-5000.

COSMETO CLASS

West La Prairie beauty educator Regine Duffy, noon-5 p.m. Sales FRT Avenue Cosmetic Department. Call for personal consultation. Somerset Collection, Big Beaver/Cookridge, Troy. (810) 643-9000, ext. 364.

FRIDAY, MAY 20

DOLL EXHIBIT

One-of-a-kind dolls by seven renowned artists featured at champagne and cater reception, 7-30 p.m. Rite of Passage Gallery. The gallery hosts more than 30 doll artists worldwide. Dolls are displayed in museum setting for show and sale. The Boardwalk, Orchard Lake/Le. Maple, West Bloomfield. (810) 855-9494.

Kids push for mall at events

BY SUSAN DEMAGGIO
STAFF WRITER

They came. They sang. They danced.

Hundreds of area children answered the call last month and auditioned for a spot as a Discovery Kid for Summit Place.

"Boy, did we see a lot of talent," said marketing director LuAnn Slawinski. "We had to double the audition times and double the number of kids we selected for the program. I think we hit on something quite wonderful here."

Twenty-two local kids, ages 7-12, were chosen to be Discovery Kids, representing the shopping center by modeling fashions during promotions, acting as hosts during special events, and performing in mall-sponsored stage productions. The Discovery Kids receive special outfits, mall discounts, and work with professional choreographers and models. The mall plans to select new Discovery Kids each year.

Other malls use select shoppers in mall promotions, but it's usually adult women in the programs like the Fashion Groups at Twelve Oaks in Novi and Laurel Park Place in Livonia.

The Discovery Kids' first performance came on Mother's Day, on stage in center court when the kids were introduced as stars of the mall's Kid's Place Club.

Summit Place started a Kid's Place Club in the summer of 1993 following a marketing study that revealed the majority of Summit Place shoppers had 2-3 children. Kid's Place Club membership topped 2,000 last week as children and parents passed the word about how much fun it is.

"There is free, valet parking for parents of Kid's Place Club members, a club shirt and membership card," Slawinski said. "Members get gifts and tickets to area family events. They are specially invited to events like a cookie decorating party, a Christmas, an Easter sing-a-long and a Pink Panther show."

Information about the complimentary Kid's Place Club is available through the center's Information Desk.

The new Discovery Kids include: Sarah Henning, 8; Jacinta Sisto, 10; Sarah Staples, 11; Gabrielle Szymanski, 11 — all of Bloomfield Hills; Talitha Trout, 10; Steven Saraguse, 11; Kristen Gregory, 12 — all of South-

See KIDS, 7A

SATURDAY, MAY 21

FLOWER PAINTING

The Art Gallery shop, featuring works of Pontiac-Oakland Society of Artists, hosts special Flower Day. Local artists will create floral theme works including cards, paintings and clay pieces by special request. Great Oaks Mall, Walton/Livonia. Rochester Hills. (810) 689-6544.

COLONIAL CRAFT SHOW

Demonstrations. Authentic American-made crafts and art. Through May 22, regular mall hours. Livonia Mall, Seven Mile/Middlebelt. (810) 476-1166.

JAZZ CONCERT

Ron English Quartet performs 1-2:30 p.m. Persian court. Also informal modeling of fashions from Jos. A. Bank. Casual Corners and Elegance Boutique. Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 462-1100.

SUNDAY, MAY 22

STORYBOOK SUNDAY

Who's radio personality Steve Gannon reads, "Let's Go Home Little Bear," 1 p.m. Center court. Kids redeem book reports for discount tokens. Newcomers welcome. Parents with same-day mail receipts of \$50 or more get free, storybook mat, 99-cent kids meals. Fairlane Town Center, Michigan/Hubbard, Dearborn. (313) 583-1370.

CLASSICAL MUSIC

Co-sponsored by WQRS. Local musicians perform in concert. Rotunda stage. Noon to 2 p.m. Brunch catered by Sebastian's Grill. \$20 tickets available at concierge desk. Somerset Collection, Big Beaver/Cookridge, Troy. (810) 643-9300.

COTTAGE CREATIONS

Annual David Winter Cottages Painting Artist Event. Noon-3 p.m. Card & Gift Center. Artist demonstrates how cottages are decorated. Purchases autographed. "The Birch Day Cottages" will be retired after June 30, available at show. Meadowbrook Village Mall, Adams/Huron, Rochester Hills. (810) 471-0187.

MONDAY, MAY 23

PRESSURE TESTS

Free blood pressure testing and home safety tips, 8-10 a.m. Jacobson's Court. Co-sponsored by Botolph General Hospital. Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 462-1100.