

MALLS & MAINSTREETS

MONDAY, SEPTEMBER 6, 1994

(F7A)

SHOPPING CENTERED



LINDA BACHRACH

Coat designs are special this year

Forget what they used to whisper about Pat Nixon's plain cloth coat. The winter of '94 promises to be the season of the coat and the best designs are simple, yet detailed—sophisticated and modern—sweeping or barely there—and perfectly tailored. They're the ultimate examples of form following function.

If it's your year to buy a coat or jacket, you have a wonderful selection from which to choose. And unlike most seasons, be assured that you will find unique styling with unusual trims. There's much more out there than the traditional black refer.

The following are some of my favorites: Neiman Marcus at the Somerset Collection, Troy, showcases its coats in various departments. Visit the coat salon on the third floor, but also look for coats in the designer collections.

Shearing is hot, and when combined with leather, it's a must-have. Vakko lines its black leather jacket with shearing and adds the soft skins to its cuffs and pockets. It closes with an asymmetrical zipper (#650). Anne Klein features a loose, flowing maxi over the Richard Tyler-signature aslin blouse, an oversized sweater and thigh high socks. Extremely long over seriously short is a trendsetter for fall.

Look for a navy two-button overcoat from Company by Ellen Tracy. Its graceful portrait collar makes it a standout (#650).

Rómo Gigli, the father of romantic, sensual fashions, interprets the redingote in black wool, alpaca and cashmere trimmed in faux fur. The cape effect in the back is gorgeous—the best of the best (#2,100).

The tailored polo coat with the beautiful lines in came by Giorgio Armani (#800) and Calvin Klein modernizes the velvet-collared Chesterfield with a double breasted closure (#765).

Rich browns are important for fall and Searle Blatt fashions its swing coat in a captivating cocoa with faux fur collar and cuffs. More faux fur appears in a waterproof reversible nylon trench (#325).

Finally, from Neiman's, Armani's loden green classic with self-tie back (#1,320). A/X Armani Exchange in the Somerset Collection takes military styling to higher ranks with office coats in navy with shiny gold buttons. We picture the short jacket for men, but check out the overcoats in a princess style for women (#285) and a knuckout cloak for men (#395).



Something for everyone

The coat collection at Saks Fifth Avenue in Fairlane Town Center, Dearborn, showcases its share of outstanding belmascans, dusters and reafers. Nina Ricci designs a Russian-influenced cashmere and wool double breasted beauty with a Frensh lamb collar and facing bell sleeves. Antique silver buttons add to the allure (#925).

Perry Ellis's one-button black cashmere coat features a stand-up collar, belted back and button cuffs (#1,050), while Cinzia Rocca fashions a sweeping swing coat in camel with a wide shawl collar, deep cuffs and unusual button details.

Short options include Anne Klein's moss green asymmetrical top-style jacket (#270), Perry Ellis's loden wrap with drawstring belt (#435) and Christian Dior's wool-lined shiny black belted alicker (#290).

And if you're looking for all-out '40s style glamour in a lightweight duster, check out the Zaida coat at Harrah's on The Bearwalk, Orchard Lake Rd. in West Bloomfield. This stunning black wrap has a beaded velvet shawl collar studded with tiny pearl buttons (#685). Perfect for a night on the town.

Linda Bachrach is a Birmingham resident. You can leave her column ideas at (313) 831-8101, mail box 1898, or fax them to her at (810) 644-1314.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Linda Bachrach shops for great wrap ups.
- Added Attractions lists special events at the shopping centers.
- New home furnishing stores address changing shopping habits.



Dejaiz associate builds sales by service



This testimonial to excellent customer service was written by Shelley Darmetko, marketing director at Oakland Mall. Since her letter, Jim Thompson was transferred to Macomb Mall in Roseville and made manager of his own store.

I am writing to compliment Dejaiz sales associate Jim Thompson at the Oakland Mall on out-

standing customer service. One Friday night, while shopping with some friends, we

stopped into Dejaiz just before the store was to close. Jim Thompson offered his services. We only meant to buy a shirt but when we finally left at 9:45 p.m. we had spent \$150!

Jim Thompson's salesmanship was outstanding. He continually asked questions to determine what his customer needed. His suggestive selling created an en-

tire ensemble above and beyond the mere shirt we meant to buy. Sometimes in retailing we forget how important it is to service customers. I was very pleased to see someone like Jim Thompson who knows exactly what service is all about. With people like Jim Thompson, Oakland Mall can be known not only as a successful mall, but as the mall that provides the best customer service.



WILLIAM HANSEN

More Than You Bargained For. Shoppers at Dejaiz can expect the full attention of Jim Thompson. His specialty is helping customers build a wardrobe around a few pieces from the store's collection.

Seeking super salespeople

We're shopping for shopping stories about extra special sales people.

If you've had a recent shopping experience where a sales associate went above and beyond the call of duty to provide excellent customer service, Malls & Mainstreets wants to hear about it! Drop us a few lines describing the shopping situation and don't forget to name the store and shopping center involved.

Those accounts published on the Malls & Mainstreets pages each month will win an Observer & Eccentric canvas shopping bag for the sales associate nominated and the shopper that did the nominating!

Send your story to: More Than You Bargained For, c Malls & Mainstreets, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Be sure to include your name, address, and daytime phone number.

RETAIL DETAILS

Retail details features the latest openings, closings, merchandise lines and personnel changes around the Malls & Mainstreets community. Mail submissions to: Retail Details, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax them to (810) 644-1314.

SOMERSET UPDATE
Construction crews are leveling the field at the northeast corner of Coolidge and Big Beaver in Troy for the planned \$78-million Somerset North shopping mall.
"As soon as the pads are ready, they will be turned over to Nordstrom's and Hudson's so they

can begin construction of their department stores," said Rebecca Maccardini, operations manager for Forbes Cohen properties, which along with Frankel & Associates, own and operate the Somerset centers. Maccardini said the proposed 620,000-square foot shopping center has a fall 1995 opening date.

Plans call for Somerset North to be linked with the Somerset Collection across the street via a glass enclosed skywalk across Big Beaver. The new shopping center could house up to 100 new retailers with broader price points than the Somerset Collection

See RETAIL DETAILS, 8A

ADDED ATTRACTIONS

Retail businesses in suburban Malls & Main Streets are invited to submit announcements of upcoming special events and promotions for Added Attractions. Send announcements to Malls & Mainstreets, 805 E. Maple, Birmingham, 48009 or fax them to (810) 644-1314.

MONDAY, SEPT. 5

PUPPET SHOWS
Cinderella performed daily 11 a.m., 1 and 7 p.m. Saturdays 11, 1 and 3 p.m. Sundays 1 and 3 p.m. Complimentary. Meadowbrook Village Mall, Waterford/Adams. Rochester Hills. (810) 375-9451.

MONDRAAMA
Shop for home decorating and landscape ideas at Drantwood Subdivision, 12th annual Homearama site. Through Sept. 15. \$5 admission. White Lake Township, Cooley Lake/iv. Bogie Lake. (810) 661-3112.

WEDNESDAY, SEPT. 7

FAMILY CONCERT
Socle Bartels makes encore appearances, 6:30 p.m. Performing Arts Court, Free. Come early for best seats! Bring a camera! Bartels is a winner of several national music awards, with eight audio cassettes in Disney Music's Magic Series of sing-along tunes. 99-cent kid's meals at participating mall restaurants. Mail-wide discounts on family merchandise 4-9 p.m. Lakeside, 4450 Schoenher, Sterling Heights. (810) 247-1744.

BIBICAL FAIR
Biblical party fashion show. Vendor exhibits. Prizes. 6 p.m. \$4 admission. Complimentary reception for couples attending. Mayflower Meeting House, 455 Main Street, Plymouth. (313) 453-8872.

THURSDAY, SEPT. 8

DESIGNER BRITANNIES
Meet Robb Williams, representative for Donna Karan Intimates apparel, 10 a.m. to 5 p.m. Third floor, Saks Fifth Avenue, Somerset Collection, Big Beaver/Coolidge, Troy. (810) 443-0000.

OO-ES FASHIONS
1994-95 Jacobson's J-Broad representatives from 12 area high schools model back-to-school fashions, 7 p.m. Also, meet Searle Coat Collection owner Alice Blatt, 10 a.m. to 4 p.m. in Ladies Coats Department.

Attend Petites Wardrobe Seminar with Peter Nygard, 6:30 p.m., Petite Department, Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 591-7690.

ANTIQUE SHOW
Through Sept. 11. Dealers offer items for show and sale. Regular mall hours. Westland Shopping Center, Wayne/Warren. (313) 425-5001.

DESIGNER VISITS
Top designer and Detroit-native, Dominic Rompolo visits Rox & Sherm 11 a.m. to 3 p.m., also visits on Sept. 9. Rompolo makes classic, polished clothing with emphasis on the cut and shape, retailing between \$400 and \$1,500. Bloomfield Plaza, Maple/Lahser, Bloomfield Township. (810) 655-8877.

LUNCH FASHIONS
Cooking from Chico's informally modeled. Noon to 2 p.m. Stage & Co. Restaurant, Boardwalk, Orchard Lake/iv, Maple, W. Bloomfield. (810) 855-8822.

ART SHOW
Artists art show and contest through Sept. 11. Contact mall for details. Livonia Mall, Seven Mile/Middlebelt, Livonia. (810) 478-1105.

FRIDAY, SEPT. 9

COOKING CLASSES
Hudson's Marketplace features classes and cookware demonstrations through Oct. 3. Guests receive easy recipes and preparation tips. Classes are complimentary. Reservations required. Call your classes and to reserve a seat. (810) 443-4539.

FASHIONS AT LUNCH
Latest looks from Casual Corner and Mother's Work. Meetably informally modeled. Noon to 2 p.m. at D. Darnell's and Marriott Hotel's Garden Court, Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 462-1100.

WISDOMY SHOW
Fashion Accessory History Show, 1-8 p.m. Models will show off new history collections, distribute coupons, and register shoppers to win a spa trip and gift certificates. P & H, 3533 N. Woodward, Royal Oak. (313) 874-8555.

SATURDAY, SEPT. 10

BBQ CHIEF
Billy Bones makes barbecue ribs, 1-3 p.m. Jacobson's Gourmet Shop, 1-3 p.m. Samples. Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 591-7690.

WATERFORD SOCIETY
Pieces from Waterford Collector Society on display. History of Waterford Company presented by Jean Moses, 11 a.m. to 1 p.m. Hudson's crystal department. Repeated at Twelve Oaks store, Nov. 6-9 p.m. Fairlane Town Center, Hubbard/Southfield, Dearborn. (313) 436-7912.

DOLLS EXHIBIT
Yolanda Bello Open House, featuring four dolls Ming and Mel Mel, (\$139.90 per pair). Georgia's Gift Gallery, 575 Forest Ave., Plymouth. (313) 453-7733.

BEAUTY BENEFIT
Hudson's beauty professionals perform cosmetic services on shoppers to raise funds for Westhaver United Way. Manicures, makeovers, paraffin hand treatments, from \$5 to \$10. Silent auction features bidding for fragrance gift baskets. Entwood, Eisenhower/State, Ann Arbor. (313) 995-5020.

PUPPET SHOW
Mask Puppet Theater performs "The Tree That Cried," 11 a.m. and 1 p.m. Center court. Complimentary. Tel-Twelve, Telegraph/12 Mile, Southfield. (810) 353-4111.

FARMER'S MARKET
9 a.m. to 2 p.m. Vendors selling homegrown fruits, vegetables and flowers. Grand area parking lot. Downtown Farmington, Grand River/Farmington. (313) 474-3440.

SUNDAY, SEPT. 11

GRANDPARENTS BRUNCH
Treat grandma and grandpa to an elegant brunch. Call for reservations and details. Rex Carlton, Fairlane, Dearborn. (313) 441-2100.

STORYBOOK BURBAY
WHC radio personality Chris Edmunds reads "Jimmy's Ball and the Big Splash Birthday Bash" and "Moose Ears" at 1 p.m. Center court, Fairlane's trendy discount mall visitors. Kids receive book reports for discount mall tokens. 99-cent kid's meals at participating mall restaurants. Fairlane Town Center, Hubbard/Southfield, Dearborn. (313) 593-1370.