

MALLS & MAINSTREETS

MONDAY, OCTOBER 31, 1994

(F)38

SHOPPING CENTERED



LINDA BACHRACK

Super pens make writing tasks fun

They say that the nib of a fine fountain pen wears down into just the right shape for the owner. It won't write as well for anyone else. When the angle of the point is just so, the handwriting glides gracefully across the page, effortlessly.

Our grandmothers probably cherished their favorite pens. They corresponded often, always taking a few minutes to jot a thank-you note or send a birthday greeting.

Unfortunately, most of us pick up the closest plastic Bic and discard it when it quits writing. Or, we use a word processor, appreciating its speed and the ease with which we can correct mistakes. The handy ballpoints and the computer are fine for everyday reminders, grocery lists and work-related writing. However, for those times when you desire to pen a thoughtful letter, there's a certain pleasure in reaching for your own personal writing instrument.

If you wish to have your soul with grace and beauty, there are new pens that are worthy of heirloom status. Crafted from indestructible ebonite, the Recife fountain, rollerball and ballpoint pens are designed in Paris and made entirely by hand. Recife is the only manufacturer in the world today to work in traditional ebonite — the material of choice from 1890 to 1930. Recife donates 5 percent of its sales from these environmentally friendly pens to rain forest conservation groups.

The Recife crystal fountain pen is the only clear direct-refill pen made. It is crafted from laser cut plexiglas. See these Recife pens at Book Beat, 26010 Greenfield Road in Oak Park (876-8200).

Zen Pens are also available at Book Beat. They come in interesting marbled finishes, including bamboo, checkerboard text, and Holstein, a cowhide design. These pens with an Eastern accent

are \$72. We picture the Recife and Zen pens atop handmade note paper enhanced with rose petals, grass and jute (\$12.95). At Blue's, a one-of-a-kind imported paper gallery at 501 S. Washington in Royal Oak, owner Tim Markasky offers Retro 1951 pens (\$30-\$36). Packaged in an oak box, the stylish pen collection is reminiscent of an era of fine writing style. Sleek gold and silver line cuts, Old English brass and burgundy lacquer provide eye-catching appeal. For a real retro look, choose a pen in Safety Yellow or Pullman Green.

Sheets also displays artay Filmo Pens, unusual pencil designs, the multi-colored Crayonizer (\$10) and calligraphy pens, nibs and supplies, including the Letter Arts Review magazine (\$12.50). This is where you can find ink colors ranging from crimson to canary.

For the well-dressed writing desk, find hand-bound blank books and journals, folios of handmade stationery, whimsical letter openers from Detroit Metalworks (\$28), portfolios (\$15-\$25) and paperweights. The must-have paperweight is a Psycho Puck — real hockey pucks marbled in team colors (\$4).

Jean Pierre Lepine Pens from Paris are contemporary sculptures in vibrant colors. They are available at Ilona and Gallery in the Orchard Mall, West Bloomfield. Lepine's pens resemble daggers in scabbard cases. And finally, just for fun,

Ilona exhibits the wacky creations of "Yes, They're Pens," a husband and wife business partnership from Gables, Mich. Inspired by "whatever hits them," the couple sculpts hand-cut resin pens and bases in human forms. The grinning Bowler stands amid broken pins, his ball at his side; the Chef wears a tall white hat and carries a tray of food; the Deep Sea Diver glots over his treasure chest; the bulging Boxer is bald with an omnibus scowl. There's a pen to fit every personality (\$14 per pen and \$14 per base).



LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Go Behind The Label with hat designer Eric Javita.
- Added Attractions lists the latest happenings at area shopping centers.
- Linda Bachrack shops for handcrafted gifts.

Retailers say: update or lose shoppers



BY SUSAN DEMAGGIO
STAFF WRITER

What a difference five years makes. In a lifestyles survey from 1989, most people said that given a free Saturday afternoon they would shop.

Here in beautiful 1994, the same percentage of respondents answered: take a nap, listen to music, watch a movie — and in that order. No one even mentioned the "a" word.

Hudson's president Dennis Toffolo said a recent technology in Troy with the tale, explaining to members of the International Fashion Group's Detroit chapter that retailers face a "do or die situation" in the next decade.

"We must change the way we do business to survive," Toffolo said. "Hudson's is already implementing new services to meet the changing needs of modern consumers."

Toffolo joined a speaker's panel that included Mark Rosenfeld, Jacobson's president; Barbara Ashley, senior vice president of Retail Services for the Taubman Company; Dennis Donlin, Media Director at Ross Roy Communications; and Francesca Ku-

gler, president of JONTEE hair accessories. The panelists discussed their views on merchandising through the next decade.

"The modern customer is starved for time," Toffolo said. "They want convenience and they are becoming technology smart." He suggested that the future of department stores may be as "fulfillment centers" where shoppers pick up items already purchased by telephone, computer, catalog or television.

Toffolo enumerated the conveniences Hudson's has introduced for shoppers: wider aisles, Hosiery Express (grab the hose you need, slide your credit card through a scanner, and go), vertical transportation located in the center of a store at all newly renovated locations, larger print on price tags, payment on accounts at all terminals, 13 Hour Sales to offer more time to make purchases at bargain prices, a wider range of price points, a computerized bridal registry with a 1-800 number, and kiosk terminals that can display whole collections of merchandise from up to five different vendors (now an experiment



Mark Rosenfeld

in the Tabletop Shop at the Oakland Mall Store.)

Appeal to the ego

At Jacobson's, Rosenfeld explained that through a new merchandising plan Jacobson's hopes to make customers feel unique as individuals and not a mass market target.

"As other retailers consolidate their businesses, Jacobson's will focus on its individuality, be the first to offer new things," he said. "We're making Jacobson's itself the brand." Rosenfeld said the company ex-



Dennis Toffolo

panded its direct mailings to the card users, installed computers to enhance delivery at the point of sale, and plans to use satellite to link the branch stores with central offices in Jackson to improve inter-company communications.

A full-course Jacobson's catalog with 800 numbers for ordering is also under discussion.

Dial 1 for Dockers

Media specialist Donlin introduced

See RETAILING, 4B

Firm puts pizzazz in new stores

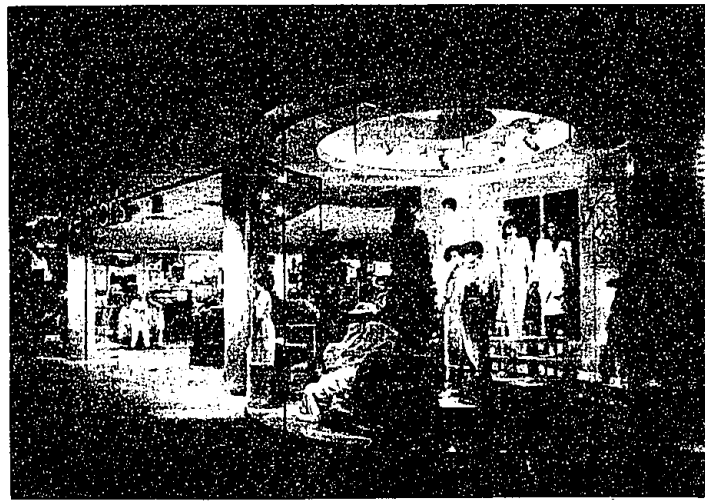
BY SUSAN DEMAGGIO
STAFF WRITER

Retail architect Michael Crossoon scoffed at the notion that shopping centers will someday be replaced by computer terminals and television programs.

"What will happen, Crossoon predicted, (offering evidence that it's happening already) is that retail establishments will transform into entities that besides selling products, also educate and entertain.

"Think Las Vegas," Crossoon suggested. "Look what's happening there. We're moving to new levels of leisure experiences where retail and entertainment is combined."

Crossoon is executive vice president of Southfield-based Jon Greenberg & Associates, an international architect/design firm specializing in retail projects. Established in 1971, JGA has a staff of 60 professionals experienced in creating consumer oriented retail environments. Their client list includes the Warner Bros. Studio



The JGA touch: The Winkelman's store at the Oakland Mall in Troy features computerized track lighting that subtly changes focus every few minutes to continually offer shoppers a different view of things.

Retail businesses in local malls and Main Streets may submit announcements of upcoming special events and promotions for **Added Attractions**. The deadline is the **Wednesday** before publication on **Monday**. Send announcements to: **Malls & Mainstreets c/o The Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax them to: 810-644-1314.**

MONDAY, OCT. 31

HALLOWEEN BEGGING

Host malls offer trick or treating throughout their shopping centers tonight and many merchants will be dressed in costume to add to the fun. Call your local shopping center for exact times.

PARADE VOLUNTEERS

The Livonia Mall needs volunteers for its annual Holiday Parade, "North Pole Fantasy," Saturday, Nov. 19, at 9 a.m. down Middlebelt from Six Mile to Seven Mile. For more information, call organizer Bill Cichelski. Livonia Mall, Seven Mile/Middlebelt. (810) 478-1168.

PUPPET SHOWS

"The Littlest Mermaid" performed through November. Daily 7 p.m. Saturday 11 a.m., 1 and 3 p.m. Meadowbrook Village Mall, Adams/Walton, Rochester Hills. (810) 375-9451.

TUESDAY, NOV. 1

LIQUOR EXHIBIT

Over 100 hand-painted porcelain boxes on display. Repeated Nov. 4 and 5. La Belle Provence, 183 W. Maple, Birmingham. (810) 540-3878.

WEDNESDAY, NOV. 2

FAMILY CONCERT

The Animal Band performs 6:30 p.m. Part of mall's monthly Family Concert Series. After the show, the musicians will greet audience members and sign autographs. 99-cent kids meals at participating mall restaurants from 4-7 p.m. Specials and family dis-

ADDED ATTRACTIONS

counts at many stores. Lakeside, M-59/Schoenherr, Sterling Heights. (810) 241-1744.

CRAFT LESSON

McCall's Patterns representatives teach customers to make a unique jacket from Crown Craft throws. Free tickets to attendees. 11:30 a.m. to 1:30 p.m. in Hudson's Textiles Department. Repeat at Hudson's Oakland Mall store in Troy. 6:30-8:30 p.m. Twelve Oaks, 12 Mile/Novi. (810) 344-6900.

THURSDAY, NOV. 3

ANTIQUÉ SHOW

"Holiday Extravaganza" antique show through Nov. 6. Jewelry repair, glass and china restoration, bronzes, furniture, jewelry and linens. Crossroads Mall, Orchard Lake/Lone Pine, West Bloomfield. (810) 851-7630.

LUNCHEON FABRISOS

Clothing from Hersh's informally modeled noon to 2 p.m. Stage & Co. Restaurant. The Boardwalk, Orchard Lake Rd./E. Maple, West Bloomfield. (810) 855-6622.

FRIDAY, NOV. 4

GEN EXHIBIT

Meet Thaddeus Schliebman, courier of gems from around the world. See collection of gem stones usually reserved for jeweler eyes only. 10 a.m. to 5 p.m. Yankee Designs, 22611 Franklin Road, Franklin. (810) 855-5525.

TREE TRIM TIPS

Jacobson's hosts Hartford ornament representative Jeanne Claire with tips on decorating for the holidays. 1 p.m. Also tea tasting, noon to 3 p.m. China Department. Meet John Harney, master brewer. Laurel Park Place, Six Mile/Newburgh, Livonia. (810) 591-7690.

HEDININGWAY STARS

Actress Mariel Hemingway introduces fragrance "Mariel" for 120 Plus Parfums at Parisian, noon. She will autograph purchases in Cosmetics Dept. Level 1, Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 953-7625.

SUNDAY, NOV. 6

HOLIDAY EXHIBIT

Hudson's 5th annual holiday exhibit opens today and runs through Dec. 31. "Beauty and the Beast" is told through 17 animated, three-dimensional vignettes containing more than 120 costumed figures. Free admission. Large groups are asked to call for reservations. Southwest mall corridor adjacent to Hudson's. Sunnix Place Mall, Elizabeth Lake/Telegraph, Waterford. (810) 443-6048.

STORYBOOK SUNDAY

Jim Harper of WHIC radio reads "Arthur's Thanksgiving," 1 p.m. Center court. Kids can redeem book reports for mail discount tokens. 99-cent kids meals at participating restaurants. Last reading for 1994 due to holiday season. Storybook Sunday program resumes in January. Fairlane Town Center, McJannet/Hubbard, Dearborn. (313) 593-1370.

CLASSICS BRUNCH

Noon to 2 p.m. Rotunda. Local musicians perform the classics over brunch catered by Sebastian's Grill. Tickets available at Concierge Desk. Somerset Collection, Big Beaver/Coolidge, Troy. (810) 643-7440.

SHIRT AUCTION

The Shirt Doc hosts media celebrities modeling denim shirts and vests created by 20 local artists available to the highest bidder to benefit various charities. 2-4 p.m. Sausagefest, Daniel Carter's performs. Light refreshments. Silent auction of items donated by Detroit Red Wings, M. T. Hunter, Adamo Collection, others. Public welcome. 19011 West 10 Mile, Southfield. (810) 352-0536.

MONDAY, NOV. 7

BEVER'S DANCE

Live band, refreshments, fun between sets. Lots of scratch-off Newcomers welcome. 11 a.m. to 2 p.m. Lower level community room, Westland Center, Wayne/Warren, Westland. (313) 425-5001.