

MALLS & MAINSTREETS

Pizzazz from page 3B

Stores, Detroit Institute of Arts Museum, stores, Winkelman, Scott Shuptrine and Godiva Chocolates to name a few locally.

"There was a time when retailers thought all they had to do was offer their product through a lot of similar locations and they would be successful," he said. "They formed buying groups and standardized store designs so what we ended up with was mall after mall across the country all looking the same with almost the same merchandise."

"Today retailers recognize that they must stand apart from their competition. They come to us asking what they can do to differentiate themselves, to be special to the consumer."

Crosson argued that shopping is a leisure activity. If it is pleasant, rewarding, fun and educational, consumers will shop more often, buy more items, boost up

the bottom line.

It's no coincidence that JGA has recently acquired theme park, municipal aquariums, and hotel complex clients with plans to add retail elements to their properties.

"Magic happens when sales go up," Crosson smiled widely. "And people shop when they feel good."

To make shoppers feel good, Crosson said retail designers need to create visual cues in a store that reassure, instill confidence, identify the product, and move a customer through the merchandise.

"The successful business is the one that listens to its customers and gives them exactly what they want," Crosson said. "Consumers all say they want value. And what they mean by value is price, quality and service. No matter how attractive or interesting a store is, it

will fall in the long run if any of these components is missing."

Constance Crump, marketing communications manager for JGA, points to the award-winning Warner Bros. Studio Store designs as the direction for stores of the future.

"We're all so jaded. We need to be stimulated when we walk into a store," she said matter-of-factly. "The Warner Bros. Stores certainly stimulate. With video walls, a Batmobile machine that descends from the ceiling every few minutes, life-size Fiberglas cartoon figures, custom fixtures and beautiful materials throughout, browsing this store is elevated to a multi-sensory experience."

Crump said she heard rumors that the Louvre Museum in Paris is considering leasing space to a Warner Bros. studio store!

"Many manufacturers are getting into retail," according to

Crump. "Harley Davidson is looking for a location for a merchandise showroom. At one time Marlboro was considering a store. The Crane Stationery Company is opening up a showroom-style retail store. All these stores will have their own themes signaling the end of the cookie cutter approach to retailing."

Crosson challenged retailers to think multi-generationally, to plan stores and developments that keep both grandparents and toddlers entertained. To stay on the cutting edge of retail design, Crosson said JGA is a company "two ticks to the left."

"Like the court jesters and wisemen of old, we attempt to break the pack mentality. We like to jerk the slack out of people," he said. "We try to help retailers build excitement and sales. That's where it's at."

Retailing from page 3B

the audience to the concept of Smart T.V., a "telecomputerfaxvideophone recorder," his word for the information superhighway.

"For about \$1,000 a year," he predicted, "the current amount families spend on cable, telephone and video rental each year, an American family will be hooked up to a metered fiber optic cable that will be linked to a video server, 'a giant jukebox' of accessible information and services."

1993. Catalog sales are \$50-\$60 billion annually.

Donlin said paper catalogs will soon become video catalogs and shoppers will either get the merchandise they select at home through United Parcel Service or a quick trip to the fulfillment center, the neighborhood mall.

Mass customization

Hair products manufacturer

Kuglen astounded the Fashion Group with reports of high tech manufacturing which allows garments to be customized by body scanning machines and ordered to personal specifications for every customer. She described an experimental "chameleon thread" that picks up the color of the garment as it is sewn, eliminating the need for garment workers to re-thread sewing machines — a breakthrough that will save thousands of dollars and manpower hours. The dawn of lasers to cut patterns will also revolutionize the clothing industry.

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Dennis Donlin
media director

Kuglen said returns would become obsolete in the future, as customers, armed with exact merchandise specifications, order exactly what they want in the perfect fit.

Retail maven Ashley, said shopping centers need "to entertain and serve as piazza's of old," functioning as gathering places for people to meet and interact.

She pointed out that the Taubman Shopping centers — Lakeside, Twelve Oaks, Briarwood and Fairlane Town Center, continual-

ly offer top-notch quality entertainment for families to show shoppers that they are welcome and their business is appreciated.

"The new retail thinking," Tofolo concluded, "is not to sell, but to help you buy."

Holiday Exhibit



Beast meets Beauty: Hudson's annual holiday exhibit opens Sunday, Nov. 6, at the Summit Place Mall in Waterford. The classic fairy tale is told through 17 vignettes featuring 120 animated characters. The exhibit takes about 15 minutes to tour. Admission is free.

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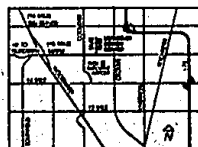
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11:30 am and 1:30 pm: "Accessorizing", and "Kitchens Of The 90's"
12 pm and 2 pm: "Preparing Your

SUNDAY

1 pm: "Accessorizing", and "Kitchens Of The 90's"
1:45 pm: "Color, An Expression Of You", and "Oriental Rugs, Functional Art For Your Floor"

Home For The Holidays", and "Quality & Construction of Draperies"
12:30 pm and 2:30 pm: "Why Add A Designer To Your Building Team?", and "Care and Protection of Ceramic Tile and Marble"

2:30 pm: "Why Add A Designer To Your Building Team?", and "Care and Protection of Ceramic Tile and Marble"
3:15 pm: "Preparing Your Home For The Holidays", and "Quality & Construction of Draperies"



Michigan Design Center is located on Shutz Drive, North off Maple Road between Crooks and Coolidge.

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