#### (F)5B

# MALLS & MAINSTREETS

## Experience from Previous page

and exchange news much like people of the Middle Ages did at their Town Squares and ploneers did at their frontier trading posts."

Here are some of the ways Ash-ley said individual stores can give their customers "more viaceral ex-

mity.

Make sure promotions enter-tain AND educate.

Offer displays where customers can smell, taste or otherwise in-

teract with a product.

Make sure displays show how
the product "fits" into the consumer's lifestyle.

Spend the time and dollars to

assure that sales associates are up-to-date and knowledgeable about merchandise. Add push buttons to dressing rooms so shoppers can call for

room help. Schedule trunk shows where customers can order customized fits and special merchandise di-

Take a fresh look at your center's commons areas. Palms and benches may be outdated when other plazas are installing creative playgrounds and living room-styled rest areas complete with couches, cocktail tables and magazine racks.

"We hope to offer more of this play in cooperation with the PBD," said Jon O'Connell, executive director of the Chamber, "We both serve the same market in different ways, but we've got the same vision of the srea's future."

After a long work week, he and his wife "like to walk the city, shop, schmoore. Twice a year we go trail riding in the mountains." Yurman's work as a designer is complicated by his role as business owner and marketing man. He offered this advice to fledgling designers.

Dr. William Koppin, owner of Shades Optical in Birmingham asid he would like to see the next presentations deal with visual aids for retailers, customer ser-vice, and sales training.

"We've already got what others hope to achieve here in Birmingham," he said pointing out this business is up 80-percent over last year. "Birmingham is an experience, not just a place to shop. And through these kind of programs we'll get the foresight we need to know what's going on elsewhere."

#### **RETAIL DETAILS**

Retail Details features the lat-est news briefs from mail and Main Street shopping centers. Mail submissions to: Retail De-teils, Observer & Eccentic News papers, 805 E. Maple, Blming-ham, 48009, Or fax them to (810) 644-1314.



### MANAGER AY SAXS

Anita Jenkins has been promoted to General Managero

Baks Fifth Avenue
in the Fairlane
Town Center,
Dearborn. A native
of New York, Jenkins received a degree in Paychology
from Tufts University, and an MBA
in Marketing from
Northwestern. She worked in several different departments at
Macy's and Hecht's before joining
Saks in 1994 as manager of the
Franklin Mills store in Philadelphils.

B RACING FORMS
Jacobson's has registration
forms for anyone who wishes to
participate in the 1995 Race for
the Cure, Saturday morning,
April 22, at the Detroit Zoo. Registration is 313 by mail if postmarked by March 31; 316 by mail

If postmarked by April 7; and \$20 if postmarked by April 14. Thereafter it \$25 up to the day of the race. Register in person at Jacobson's on Tuesday, April 18 from 10 a.m. to 6 pm. Race packets will be mailed to those who register with complete details about the event. For more information, call (313) 833-0710 Monday Friday or (810) 644-9099, 9 a.m. to 9 pm. anyday. p.m. anyday.

EL COLORING CONTEST

EL COLORING CONTEST
Children ages 3-9 are invited to pick up a poster at Wonderland Mall's Information Booth after March 20 and create an Easter poster by April 13. Pictures will be judged in three age groups: 3-4; 5-6; and 7-9. There will be three winners in each group for prizes of \$22, \$10 and \$5. Winners will be notified on April 18.

\*\*\*Repta Sentingen.\*\*

mother on April 1988

\*\*SOTH ANNIVERSARY

Cooper & Company, currently
doing business as Cooper's

Watchworks, is celebrating its
50th year of business. The store
at Wonderland Mall in Livonia
has been mansged by Susaa

Frederick since 1983. There are 120 stores across the country, doing "everything to watches" in-cluding replacing crystals, bands, batteries, stems and crow making internal repairs.

18.50

### Yurman from Previous page

welding torch from a friend. "My dad let me set it up in the garage. I began making sculpture and in the garage. I began making sculpture and in this 20s, Yurman apprenticed to sculptors Jacques Lipchitz and Theodore Rozak. But "big" projects requiring cranes and engineering were not meant for him. "I found I worked beat in atints of two or three hours," he said to some the control of the cont

niques of tronte weiging to traiting small sculptures."
By 1970, Yurman went from a sculptor to a fewelry designer almost overnight. His wife needed a belt for a dress she was wearing to a gallery opening. So Yurman went into his workshop and fashioned one from brass with small

indee one from these with and figures.

The gallery owner liked it and told the couple she thought she could sell it. She did. Twenty years later, the struggling young artists struggle no more.

In 1984, Yurman introduced his original cable bracelet a twisted helix of sterling silver with 14 karat gold encrustations of gemstones on its finish ends.

Expanding the cable collection, in 1986 he premiered a Gold Cable Collection which took him to the upper echelons of fine jewelry design. This led to instore boutiques where his entire collections in gold and silver are housed for collectors.

In 1990, Yurman was awarded two patents for the material and design of flexible mesh-like gold product, a new collection was christened "Venetian Cable," in 18 karat gold.

christened Venetian Coue, in Il karat gold. Two-thirds of Yurman's busi-ness is done through fine jewelry stores, one-third through special-ty stores like Neiman Marcus. The silver line is priced between \$200.42,000, the gold line from \$400 to \$10,000.



Saturday March 25 10 a.m.-5 p.m.
• Admission 52 10 a.m.-5p.m. Info 281-1036 Dunit Miss Our Next Show.

Hallan American Chili; Fremia, April 2011.



# MAYNARD FERGUSON



and his BIG BOP NOUVEAU BAND

In Concert at Troy Athens High School

77<sup>th</sup>

**Annual** 

Sunday, April 9,1995 7:00 PM

Mail this form to: Maynard Ferguson Concert, Athens High Sch 4333 John R, Troy, MI 48098

Please send: \_\_\_\_ Reserved Seat Tickets @ \$15 General Admission Tickets @ \$10

Make Check to: Athens Band & Orchestra Boosters. Include a Self Addressed & Stamped envelope, please,

MAYNARD FERGUSON



shop for garden gifts or quiz the pros at more than an acre of flourishing landscapes,"

Advance Tickets \$7 at all Michigan Midwest Living Magazine Kroger Stores

Presented By: University of Michigan Matthaei Botanical Gardens \$3 Child (4-12) \$7 Senior Bays (March 23 & 24)

S1 Shuttle Olfered from Briarwood Mall S.E. Entrance Briarwood Mall S.E. Entrance Exit #177 from I-94

on Ann Arbor

Saline Rd.

SB Additis



94.7 WGSX



**B**offies

Harmony House

REATEST HOME SHOW IN EVERYTHING FOR YOUR HOME & GARDEN

GET A JUMP ON THE HOME IMPROVEMENT SEASON WITH SPECIAL SHOW DISCOUNTS!

Home Buyers Clinic

seminars on financing, outdoor is minars spaces, landscaping, natural gas appliances and products and remodeling sponsored by Observer & Eccentric

Mad Dog and Merrill outdoor cooking specialists display grilling techniques on March 19-26 sponsored by MichCon Gas Company

House of Nails

Parade of Notable Homes realuring a pand free plan

WXYT's Ask the Handyman
Glenn Hage on Parch 18-19 @ 25-26
and miniature indoor gardens compliments of
the property of the prop

Seventeen Beautiful Gardens. a 15-foot cascading waterfall, a 400-foot long horseshoe-shaped river and a toplary soo in 86,000 square feet of gardens created by Metro Detroit Edison





