

# MALLS & MAINSTREETS

## RETAIL DETAILS



Retail Details features the latest news briefs from mall and Main Street shopping centers. Mail submissions to: Retail Details, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax them to: (810) 644-1314.

### ■ CLEVER CARDS COSSING

Loji Rodgers of the Tomato Targets Card Co. has relocated herself and her business to Rochester Hills from Anchorage, Alaska. Rodgers welcomes inquiries from specialty card and gift shops that would like to feature her cards. The animal-art greeting cards contain humorous and clever puns so unique they've managed to turn up on The Late Show with David Letterman during the "Wild Cards" segment, and CNN News.

Rodgers cards can be sampled at LaBelle Provence in Birmingham, and Lytle's Pharmacy, Boxes and Bows, and Kees Aquarium in Rochester.

"The names Tomato Targets came from my other career as a vocalist and jazz guitarist," Rodgers said. "I started a graphics company in 1987 and in 1989 I introduced my first cards. The cards took off right away. I love

working for myself. It's a luxury and fun. The company's success allows me to keep doing my art."

Rodgers, "40-something," said falling in love with a man from Rochester Hills brought her to Michigan after a two-year trans-continental courtship. She said she uses animals in her comics because they are "safe." "I would dress an animal and give them human characteristics (like Barby Dog) she can make a point without offending anyone. Six Tomato Targets cards have won Louie Awards from the National Greeting Card Association based in New York.

Tomato Targets are in 600 stores nationwide. They celebrate Christmas, Friendship, Mothers and Father's Day, Gratitude, Love, and Birth and are perfect for creating apologies, acknowledging a divorce, or sharing a laugh.

"Studies show that 85-percent of all greeting cards are purchased by women," Rodgers said. Some of the card designs have turned into specialty cards and gift items. Suggested retail price, \$2. For more information, call (810) 658-2270.

### ■ PATCHES REVISITED

One emerging fashion trend for women this spring and summer is patchwork garments. Designers in all price points are featuring dresses, jumpers, blouses and skirts made from fabrics of contrasting designs and colors "patched together." Insiders say the patchwork popularity originated in Chicago with area designers and quickly spread throughout the industry. Why this sudden demand for patchwork? One Southfield boutique owner said the look says "comfort" and "country" — two very important concepts this season.

### ■ MODELING PROGRAM BEGINS

The Feminine Lee Hommes

Modeling School hosts a series of modeling classes for girls and boys, ages 19 and under, from May through June at Tel-Twelve Mall in Southfield. The workshops will be co-sponsored by Crowley's. For more details, call (810) 788-6813. All participants will model in a Summer Fashion Show on June 10, 11 and 12. Topics covered include manners, professional presentation, runway techniques, and grooming. Makeup will be taught to the teen classes. There will be separate classes for boys and girls.

### ■ RACING-RELATED RETAIL

Racing Posters and More, a store specializing in officially licensed NASCAR collectibles, apparel and novelties, has expanded to a new 1,000-square-foot location at 3415 North Poindexter Trail in downtown Walled Lake. Owners George and Sue Houli of Wacom, first opened RPM two years ago in a smaller building in downtown Walled Lake. RPM is closed on Sunday and Monday. Tuesday, Wednesday and Friday hours: 11 a.m. to 6 p.m. Thursday: 11 a.m. to 8 p.m. Saturday: 10 a.m. to 6 p.m. Inquiries welcome at (810) 960-7347.

### ■ BLOSSOMS GROWS

Blossoms at 2338 Coolidge in Berkley expanded its retail floor space to offer more room to customers shopping for fresh and silk flowers, giftware and invitations. The Berkley store is the place for wedding and special event planners. The company has a second retail location at 175 W. Maple in Birmingham. Call (810) 648-7900 for more information.

### ■ FOR THE BIRDS

Decorator bird houses of all shapes and sizes are available at M. T. Hunter stores, 1000 S. Woodward in Birmingham and 201 E. Main St. in Northville.

Some by R.J. Bird Company, are part of an 18-piece collector series priced from \$40. They are handmade with cedar shake and sheet copper for indoor or outdoor use.

### ■ MY PHOTOGRAPHER OPENS

The Fairlane Town Center in Dearborn welcomes My Photographer to its center. My Photographer offers customers their own presentation, runway techniques, and grooming. Makeup will be taught to the teen classes. There will be separate classes for boys and girls.

### ■ NANTUCKET SEASONING

Hudson's has added six salt-free natural herbs and spice blends to its merchandise lineup in the Marketplace Department. Nantucket Off-Shore Seasonings are packaged in car- like metal tins to be rubbed on food ready to be grilled, broiled or baked. Each tin retails for \$5.69 with a shelf life of nine months.

### ■ SAKS FOR LIGHTHOUSE

The Sakhs spring and summer collection will be presented by

Saks Fifth Avenue to benefit LightHouse of Oakland County, at 9 a.m. Friday, April 28. Guests will be treated to breakfast at the store in the Somersett Collection in Troy. Tickets are \$25 per person. Benefactor tickets are \$50 per person with a gift from Saks included. For reservations, call Lighthouse at (810) 335-2482 or Saks at (810) 643-900, Ext. 317.

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4. Is it undetectable?
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6. Does it look natural?
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8. Can I have highlights?
9. Can I have longer hair?
10. Is it affordable?

*And the answer to every question is YES!*

Raydiance newest salon in West Bloomfield provides 100 percent custom made hair additions for women and men. "It used to be that only movie stars and celebrities had access to a product like this," said Lisa Raydiance, President and longtime wearer. "We work with women and men helping them achieve a beautiful and natural look with out sacrificing their active life styles."

**Raydiance**  
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Raydiance is located at 5799 West Maple Road, West of Orchard Lake Road, in the Professional Village West Bloomfield. For additional information and a free, private consultation at their new West Bloomfield "Beauty Suites" call:

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## Author suggests nails, shoes are windows to women's souls

Fashion writer Tori Hartman has a new book out that theorizes woman fall into category types that reveal the kind of clothing they will buy.

"Fabulous You! Unlock Your Perfect Personal Style," is in bookstores now from Berkley Trade Books. Suggested retail price, \$12.95.

According to Hartman, there are two indications of what style type a woman is — the shoes that she buys and the way that she maintains her nails.

"The Classic woman prefers to wear comfortable heels; therefore she buys only the best brand names," Hartman writes. "She may have quite a few pairs of shoes to her name, and she's not afraid of buying man-made shoes."

Hartman's Classic woman will always have a short nail length. "Even if she has fake nails put on, they're always a 'real' length."

**'By defining your style type, you can better determine which clothes and accessories will match your lifestyle and the rest of your wardrobe.'**

Tori Hartman  
fashion writer

The Sporty woman is easily defined by her array of casual and flat shoes. The sneaker is her staple, and you can bet she has a few different kinds of boots in her closet. The sporty woman will have short, manicured nails, often with clear polish or no polish at all.

The Romantic woman's idea of a dressy work shoe is a slingback or open toe. She doesn't care about the brand name as long as it's comfortable and well made. She also keeps her nails short but polished.

If you want to see the shoe of the moment, look to see what a

Trendy woman is wearing. She will keep her nails either long or short.

"Trendies don't care if it doesn't look right — if it works for her and she's comfortable, then she's happy. Trendies don't concern themselves with nails. If they want them they'll buy them."

"By defining your style type, you can better determine which clothes and accessories will match your lifestyle and the rest of your wardrobe," Hartman explained. "If you're tempted to buy that zany outfit that really isn't you, don't do it. These are the purchases that clutter closets, collecting dust."

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## Successories from Previous Page

first thing they see while descending the stairs.

"It's all about instilling positive thinking," he explained. "I put it to the test and saw how it worked in my own household. It was effective on my children. I'm trying to make this a better world."

Field recently donated six of the posters to Livonia's Churchill High School. "It's amazing what teachers and parents can do to change a young person's life. You might not be able to reach everyone but if you can reach one, it begins two."

Successories' parent company, Celebrating Excellence, was

founded in 1985 as a mail order company. Today it has grown to more than 100 stores across the country. Before opening the Successories Field, 41, worked as district manager for tool company. He was actively "looking for growth opportunity" when he heard about Successories. For many years he read and believed in the philosophies motivational authors and speakers espoused. This led him on a personal search for excellence.

Future plans include opening several more Successories stores throughout Michigan.

"Did you know you can acquire two college years worth of information if driving 12,000-15,000 miles a year listening to tapes?"

he pointed out. He recommends "Lead the Field" by Erich Nightingale.

Spouting his beliefs is second nature to Field. Spending a morning with him brightens the rest of the day. "You have to live it. You have to believe it. When most people say it's partly cloudy, I say you find what you look for."

A resident of Farmington Hills who did not want her name published, said she likes to buy the motivational greeting cards at Successories for her school-age grandchildren.

"When I discovered these, I bought a dozen of them. I want the kids to know I'm rooting for them," she said. "The photographs are beautiful and the wisdom, inspiring."

## Petite from Previous Page

"Women who are short-waisted or short-legged, for example, may find a better fit by incorporating a petite size for either the top or bottom half of an outfit."

She offered the following tips to help all petites achieve a great look:

- Choose styles that emphasize

longitude and balance. Vertical lines and tonal dressing will produce an elongated effect.

■ Petites should avoid bulky fabrics, bold horizontal and large prints, which can be overwhelming.

■ Always remember proportion. Petites can wear any styles as

long as the fit is proportional to their figures.

■ All garments should follow the natural curve of the body.

■ Seek out specialized services for petites. Some stores offer petite wardrobe seminars, and their associates are trained to fit the petite figure properly.

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