

MALLS & MAINSTREETS

MONDAY, MAY 1, 1995

4B(F)

SHOPPING CENTERED



LINDA BACHRACH

Food markets add glamour to grocery

I just returned from Papa Joe's Gourmet Marketplace in Rochester Hills, where I gathered the makings of a delicious dinner — fresh linguini, just-picked basil, freshly grated parmesan cheese, pinenuts, a warm loaf of bread, dried cherries for the salad, and two bunches of daffodils to center the table.

If you haven't perused one of the area's megamarkets, you're missing out on a classic European-style shopping experience. Of the three I visited, each conveyed a different feel and atmosphere.

Papa Joe's in Hampton Plaza on Rochester Road in Rochester Hills, is owned by Maria Curia. Here you can taste-test Mary's Cookies or Gayle's Chocolates, grab lunch at the Marketplace Cafe, and take home a box of Greek pastries from the Astoria Bakery in Greetown.

The produce is displayed like works-of-art in a museum — an immaculate, still life of perfectly placed colors, shapes and textures. Gourmet-to-placed colors, shapes and textures. Gourmet-to-placed colors, shapes and textures. Gourmet-to-placed colors, shapes and textures.

Choose exotic and wild game or sushi, and ogle the extensive selection of fresh herbs, from cilantro to sorrel. Gourmet and specialty foods draw shoppers from near and far.

Heather Pizzo of Clawson maneuvered her basket and three children through the vegetable aisles as the kids sampled fudge brownies. Though Papa Joe's was her destination on this day, she said she usually shops Western Market in Berkley.

"I'll pay a little more to get the good quality meat and vegetables that I can't find in the grocery store," she said.

Western Market, 2245 Woodward in Berkley, is a friendly neighborhood farmstead with the added amenity of a first-class meat market. Festive green-and-white-striped awnings and yellow flags greet shoppers who browse through an array of vegetables stacked on giant crates in the open-air breezeway. Market specials entice regulars, as do bouquets of fresh flowers and potted plants.

The variety of fruit is second-to-none. The Red Carter Band serenades on Sunday afternoons. Western has a second location in Dearborn. The markets are owned by the three Annabian Brothers. No, you're not in the middle of a quaint European village square. The balconies and flower boxes, wrought iron railings and street lamps are all authentic, as are the turn-of-the-century building facades.

If you close your eyes, you can almost hear the vendors hawking their wares. You've traveled to the amazing new Vie's World Charm Market, 42575 Grand River in Novi. It's the westside locale for owner Vito Ventrone, who also owns Vie's market on Southfield in Beverly Hills.

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Tapper's moves to the future

While other small retailers fight for survival against the national chains, Tapper's continues to grow and expand their jewelry operation.

BY SUSAN DEMAGGIO
STAFF WRITER

Tapper's Jewelry Store needs no feature story to tell shoppers of the recent move from Southfield to West Bloomfield.

The 18-year-old family business built by word-of-mouth customer referrals, used that same technique to let patrons know of their new state-of-the-art headquarters in the Orchard Mall at Maple and Orchard Lake Roads.

See TAPPER'S, 5B



STAFF PHOTOS BY DAN DEAN

Jubilant Jewelers: Steven (left) and Howard Tapper pose in the showroom of their new store at the Orchard Mall in West Bloomfield.

Price is right for Dani Max customers

BY SUSAN DEMAGGIO
STAFF WRITER

Women's wear designer Lois Snyder and business partner Michael Ross agreed that the success of their Dani Max collections come from being in the right place at the right time with the right clothes at the right prices.

Last year that formula worked well enough to see \$60 million worth of Dani Max garments through Macy's, Nordstrom, Dayton Hudson, Lord & Taylor, Hecht's, Parisian, Dillard's, Filene's and Rich's department stores



nationwide. Dani Max is just three years old.

"I want to make clothes that give women classic fashion at a price they can afford," Snyder said during a recent visit to Hudson's Oakland Mall store in Troy to preview her spring collection. "I try to make beautiful garments in dimensions that fit Americans. My designs are not trendy although the colors, prints and fabrics are innovative."

Dani Max came to the attention of Michael Catania, women's wear buyer for Dayton-Hudson. Catania said he recognized a good thing when both arrived with a trunkful of Dani Max samples.

"Although the garments are at the higher end of the moderate price scale, \$38-\$140 retail, they sell well because of their classic styling. They are designed to carry a woman through the many occasions of her day from the office through a dinner meeting."

Dani Max career clothing comprises 20 percent of career sales at Hudson's, especially through the Oakland Mall store. The more casual Dani Max ensembles sell better from the Twelve Oaks store in Novi.



Deft designs: Lois Snyder of New York is the woman behind the Dani Max label.

"Customers recognize the workmanship that goes into our garments offering them superior quality at affordable prices," Ross said. "Everyone wants a Dani Max."

Snyder and Ross explained that they met a few years ago after both had spent 20 years working in various

aspects of the women's garment industry in New York. They said they instantly knew they must pool their talents to start a company of their own.

The name Dani Max came from

See DANI MAX, 5

Where can I find?

We found it! Irene Kelley of Bloomfield Hills wrote Malls & Mainstreets for help in locating a fitted, quilted plastic cover for her card table. She said she was wearing out and she couldn't find a replacement anywhere.

Polly Brister of Bloomfield Hills called to say she bought one a few years back while on vacation in Petoskey at The Closet Shop: (616) 347-8610.

Gerry Day owner of The Closet Shop was thrilled to receive the order. She said she's happy to fill any phone or mail orders for quilted card table covers. Her manufacturer sells the covers in various sizes made from vinyl or polyester in champagne, teal or

grey. Expect to pay about \$20. Thanks for the tip, Polly!

Here's the next challenge...

Jean Baker of Farmington Hills is looking for new or used hat boxes with a nobbed glasse front (see-through) so she can peek at what's in the box and get at its contents without taking it down from the shelf and lifting the lid. If you know where she can find these old-fashioned hat boxes please give Malls & Mainstreets a call at (810) 901-2567. You can fax a response to (810) 644-1314. Or write Where Can I Find, c/o The Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. New shopping challenges are also welcome through these avenues.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Linda Bachrach goes shopping for garden gifts at Midland's Day.
- Added Attractions lists special events at area shopping centers.
- Retail Details brings you on store openings and closings.

ADDED ATTRACTIONS

ROSES PROMOTION
Mrs. Linda Lee is offering 50-percent off selected products through May 6. Free long-stemmed rose with each purchase.
Applegate Square, Northwestern Hwy./Arlinker, Southfield.
(810) 355-5810.

INFORMAL SHOPPING
See fashions from Chico's casual shop modeled during lunch from noon to 2 p.m.
Stacy & Go Restaurant, Orchard Lake, Maple.
(810) 855-6022.

PLUS SIZE SEMINAR
Local and plus-size expert Carolyn Strauss shows spring clothes for larger-sized women with fashion tips. 7 p.m. at Hudson's, Reservations required. Tickets \$10 per person, redeemable toward purchases.
Northland Center, Greenfield/Eight Mile, Southfield.
(313) 443-0263.

INFORMAL SHOPPING
Featuring styles from Clothes Encounters informally modeled during lunch at The Grand Oaks, noon to 2 p.m. Fridays.
33318 Grand River, Downtown Farmington.
(810) 616-9181.

ARTIST VISITS
Doris Whitten Morgan meets fans and signs artwork at County Chem Shop, noon to 4 p.m. The popular artist also creates prints with welcome area country scenes that are popular in gift stores across America.
322 E. Main, Downtown Plymouth.
(313) 435-8084.

ART DEMONSTRATION
11 a.m. to 4 p.m., Joanne Uglow demonstrates leaf-mold pottery. Rita Knick-Lamb shows how to work with wireclay. Ruth Truitt shows how to create flower arrangements in The Art Gallery Store.
Great Oaks Mall, Westbury/Livonia, Rochester Hills.
(810) 699-8644.

ARTS & CRAFTS
View the work of local artisans through May 7

throughout the mall.
Livonia Mall, Seven Mile/Middlebelt.
(810) 476-1155.

CONCERT SERIES
Alma Smith performs 1-2:30 p.m. Center court. Informal modeling of fashions from Russell's Tuxedos, Winkelman's and Toot's.
Laurel Park Place, Six Mile/Newburgh, Livonia.
(313) 462-1100.

LOW TZA
Oprey's Light Candle Shoppe hosts an informal tea, 10 a.m. to 6 p.m. Repeated May 7, noon to 5 p.m. Exclusive teas and nibbles for sampling. Wear a "non-traditional" hat and get 10-percent off your purchase.
250 S. Eton, Downtown Birmingham.
(810) 642-4010.

KIDS STORIES
Meet Jesse Bear and hear one of Nancy Carlson's bear tales, 11 a.m. Children's Books.
Borden, 13 Mile/Southfield, Birmingham.
(810) 644-1315.

SUMMER SOW
See Figueux new line for summer with refreshments throughout the day, 10 a.m. to 6 p.m. Meet new store management team Lisa Phillips and Sara Kerner.
100 N. Woodward, Birmingham.
(810) 848-4368.

KIDS SHOW
Powerful Rangers visit, 1 and 2:30 p.m. Restaurants on Main Street. Complimentary shows.
Tel-Twelve Mall, 12 Mile/Tenograph, Southfield.
(810) 353-4111.

STORYBOOK SEMINAR
Westchesterer Kim Carman reads "Sara Raccoon & The Secret Place," 1 p.m. Center court. Fergie the Dragon visits. Book orders can be redeemed for discount mail tokens.
Fairbank, Bingham/Southfield, Dearborn.
(810) 853-1370.

CLASSIC BRUNCH
Co-sponsored by WOPS and Somerset Collection. Area musicians perform, brunch catered by Sebastian's Grill in Grosse Pointe, noon to 2 p.m. \$25 per person. All net proceeds benefit Interfaith and Detroit Symphony Orchestras.
Somerset Collection, Big Beaver/Coolidge, Troy.
(810) 643-7440.