

# MALLS & MAINSTREETS

MONDAY, MAY 29, 1995

48(F)

SHOPPING CENTERED



LINDA BACKROCK

## Latest baby boom puts a new focus on maternity wear

Is your friend or neighbor, sister or daughter or co-worker pregnant? Chances are there's a woman in your life who is expecting a baby because, according to the Census Bureau, we're in the middle of a baby boom! The bureau reports more than 4 million births each year since 1989, the most annual births since the last official baby boom.

Expectant moms of the '90s are also busy career women and active community members who don't want to alter their sense of style just because they're pregnant. They seek fashionable apparel for the office, the weekend, and evenings on the town. And with the sultry days of summer upon us, maternity wear needs to be cool and comfy.

Maternity by Mothers Work to the rescue! This leading retailer of sophisticated maternity clothing recently opened at Lakeside Mall in Sterling Heights. They especially cater to professional women and offer a unique patented "before and after" suit. "I call it the forever suit," says store manager Dawn Corbett. The suit ensemble features an unfitted jacket (\$148) and an adjustable skirt that expands with your waistline (\$88).

The concealed buttons on the skirt allow it to be adjusted back to your pre-pregnancy waist measurements. Available in navy or black crepe, the suit is shown with a variety of coordinating companion pieces.

The hottest new sun colors for summer at Maternity are periwinkle and coral. Look for mix-and-match separates that include sleeveless "belly top" tees, cool cotton knit jumpers, swingy tops in floral prints and lightweight denim, or knit shorts with drawstring waists. Ivory and natural linens are also cool summer classics. A tunic vest and walk short combination (\$116) goes from the playground to the office, as does the linen jumper with a delicate embroidered bodice (\$118).

Sort, stonewashed denim is another popular option. Rompers and sleeveless jumpers have back clips to add shape (around \$70).

Dresses, from short andassy to career styles, are perfect for board meetings or summer weddings. Look for long chiffon florals, pastel linens and silk babydolls (\$128-\$148).

"Sundresses," says due-any-day mom Sue Krick of Birmingham, "are my choice for hot summer days — no waistband!"

And don't forget swimwear. From calico tank suits to a cute polka dot two-piece with a long A-line top, Maternity carries a full line of bathing suits and coverups.

Other Maternity by Mother Work shops are located at Fairlane Town Center, Dearborn; Laurel Park Place, Livonia; and Twelve Oaks, Novi.

For trend-setting maternity fashions, check out A Pea In The Pod — Maternity Redefined in Birmingham at 210 S. Woodward. Spokesperson Lonnella Hamdt analyzes the season's trends in terms of color and style. She likes pink in every imaginable shade, sun-drenched brights mixed with white, traditional classics in pique, twill and linen; Americana-inspired looks in homespun prints, chambray, gingham and eyelet; and modern and livewear in boldly colored knits.

The pictures featured in today's column show a fluid and feminine navy rayon-crepe dress (\$176) and a cotton French terry short (\$28), vest (\$55) and (\$24) separates at The Pea In The Pod.

Linda Backrock is a Birmingham resident. You can leave her column ideas at (313) 963-2047, mailbox 1889, or fax them to her at (810) 644-1314.

## LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Let's go Behind The Label with the very sophisticated Ron Leal.
- Linda Backrock goes shopping for graduation gifts.
- Added Attractions lists interesting events at area shopping centers.
- Retail Details briefs you on store openings and closings.



## They put sunshine in sales

Each month Malls & Mainstreets salutes a super sales associate by printing a shopper's testimonial about service above and beyond the call of duty. We've fallen behind schedule, so here's a bunch to ease the backlog. An Observer & Eccentric tote bag will be sent to each shopper and salesperson featured.

"I commend the Observer & Eccentric Newspapers for permitting consumers to relate their various shopping experiences. It is encouraging to see your publication recognize the exceptional efforts of sales personnel. At the Entenmann's Store at 640 West 14 Mile Road in Clawson, Sandy Corey can be readily identified by her friendly smile and helpful manner.

Sandy consistently over-extends herself advising and assisting customers with their purchases. When time permits, you may be able to engage her in a pleasant conversation. Sandy's warmth, kindness and courtesy makes shopping at the store a pleasurable experience. — Sincerely, James Kuczor of Birmingham."

### Handle with care

"Because I am handicapped, it is very difficult for me to shop at a store. Last November, when I went into Minerva's Dunning's at 500 Forest Avenue in downtown Plymouth, I was very happy and relieved when Betty Gladstone of the Children's Department greeted me with a smile and brought a chair for me to sit on while she gathered children's clothing for me to select from for my grandchildren.

After I made my selections, Betty gift wrapped them being very careful to mark them so that I could later add the correct greetings. — Yours truly, Adina Price of Plymouth."

### It all adds up

"While holiday shopping at the Westland Shopping Mall I decided to purchase a pair of shoes at Champs. I found myself short of cash, about one dollar or so. To my surprise, the female cashier volunteered some change, and as if on cue, the manager and salesperson reached in their pockets and made



HILL BRIDLER/STAFF PHOTOGRAPHER

Glad to help: Betty Gladstone of Minerva's Dunning's in Plymouth offers her customers personalized service that includes patience and thoughtful advice.



JIM HUBER/STAFF PHOTOGRAPHER

Welcoming smile: Customers look forward to a greeting by Sandy Corey at Entenmann's Bakery in Clawson.

up the amount I was short! These people are young adults, and was very overwhelmed by their kindness. It's not something that has ever happened to me before, nor have I heard of it happening! I took their names (Robb, Danny and Adam) with the thought of repaying them. I hope you will recognize these people by printing the story of what I call "Performance Above And Beyond The Call of Duty as a retail employee." — Thank you, Mrs. Sharon Williams of Garden City."

### Help on the run

"I always love shopping at Jacobson's in Birmingham. Recently, I had very little time to look and shop for cosmetics and toilet articles because I went from a yoga class directly to the Art Fair. I called Jacobson's Clinique Counter and told them what I wanted and asked them to have my order ready to pick up at the counter as soon as possible.

"Not only did the sales associate hand me my bag of merchandise

with a smile, but she ran after me with my change card which I left laying on her counter! She really helped me and I was in and out of the store in just six minutes! I didn't get her name, but she knows who she is and I send her my thanks! — Marion Allen of Southfield."

### Fit to be tried

"Last week I was in Burlington Coat Factory looking for a coat. I have never been more pleased with the service there. Carol Thomason, an assistant manager, tried on coats so I could see what they looked like, helped me in making my decision, and was more than pleasant. I never expected this type of service at Burlington and usually don't get this type of exceptional service elsewhere even when there are several sales people on the sales floor! She made my day and I will shop there again. — Jeannette Foster."

### In loving memory

"We would like Malls & Main-

streets to honor Theodore Beck of Lynch & Sons Funeral Home in Walled Lake. In December my husband passed away at a Pontiac Hospital and we were at a total loss as to what to do next. We called the funeral home and were given a prompt appointment. Ted greeted us at the door and took us into a beautiful sitting room. He sat down with us and spent the afternoon answering our questions and concerns. He offered suggestions when asked, and made a very uncomfortable situation quite pleasant.

Ted took charge of ordering flowers, calling the newspapers, and he made all the arrangements with almost no effort on our part. He even made all the plans at the cemetery. He was on hand every minute greeting and visiting with our friends and family like he was one of our family. After the service, we left the funeral home feeling we had provided my husband all the dignity and respect he deserved — and all because of Ted Beck. — The family of Donald Stokes of Walled Lake."

## ADDED ATTRACTIONS

Orchard Mall, Orchard Lake/In. Maple, West Bloomfield. (810) 851-7727.

FRIDAY, JUNE 2

### INFORMAL MODELING

Latest styles from Clothes Encounters Informally modeled during lunch at The Grand Cafe, noon to 2 p.m. Fridays. 33315 Grand River, Downtown Farmington. (810) 618-9181

### INFORMAL MODELING

Latest looks from Eddie Bauer and Northern Reflections Informally presented noon to 2 p.m. at D.Dennis's and Alie's American Grille. Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 462-1100.

SATURDAY, JUNE 3

### FARMER'S MARKET

Now through Oct. 28 every Saturday in the Village Commons Shopping Center parking lot. 9 a.m. to 2 p.m. Flowers, fruits and vegetables. Grand River/In. Farmington Rd. Farmington. (810) 473-7276.

### COOKING DEMONSTRATIONS

Chef Billy Bones and his famous barbecue ribs, noon to 4 p.m. Jacobson's Gourmet Shop. On June 4, Blue Crab Bay cooking demonstration noon to 4 p.m. Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 691-7690.

### JEWELRY SHOW

Planet and Fancy Gift Shop hosts artist Linda Solomon's designs "My Dear N' Heart" noon to 4 p.m. 223 Main St. Downtown Rochester. (810) 651-5188.

SUNDAY, JUNE 4

### HEALTH PROGRAM

Chico's clothing shop hosts nurse Linda Newbury, a health educator for Creative Wellness, noon to 4 p.m. Refreshments. The Boardwalk, Orchard Lake/In. Maple, West Bloomfield. (810) 932-5715.

### SALON BENEFIT

Annette Manning and the crew of stylists at the Arden Salon in Birmingham will donate all the proceeds from \$25 haircuts today to the National Leukemia Foundation, 10 a.m. to 4 p.m. Appointments requested. 167 Townsend, Birmingham. (810) 258-5090.

### STORYBOOK SUNDAY

Kem Camran reads "Daisy Head Mayzie" 1 p.m. Central court. Kids room finished book reports for discount tokens. Mail mascot Fergus visits. Fairlane Town Center, Michigan/Riverchase, Dearborn. (313) 693-3540.

MONDAY, JUNE 5

### SENOR DANCE

Live band performs 11 a.m. to 2 p.m. Lower level community room. Refreshments served. Newcomers always welcome. Westland Center, Wayne/Warren. (313) 425-5001.

All retail businesses in suburban Malls and Main Streets are invited to submit announcements of upcoming events and promotions for Added Attractions. The deadline is the Wednesday before publication on Monday. Send the facts to: Malls & Mainstreets, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax to: (810) 644-1314.

MONDAY, MAY 29

### PUPPET SHOWS

The Tale of Peter Rabbit is presented daily through June at 7 p.m. Saturday performances times 11 a.m., 1 and 3 p.m. Sunday 1 and 3 p.m. Meadowbrook Village, Adams/Wilton, Rochester Hills. (810) 375-9451.

THURSDAY, JUNE 1

### INFORMAL MODELING

See the latest casual wear from Rear Ends modeled during lunch from noon to 2 p.m. Stage & Co. Orchard Lake/In. Maple, West Bloomfield. (810) 952-6622.

### FAMILY FAIR

Annual village carnival. Races, refreshments, games. 2-10 p.m. On June 2, 2-11 p.m. On June 3 from 11 a.m. to 11 p.m. On June 4, 1-9 p.m. Dutch Point, Towneand/Blaine, Birmingham. (810) 644-1700.

### ARTS AND CRAFTS

Jeanne Fietman presents annual exhibition through June 4. Register mail hours.