

# MALLS & MAINSTREETS

MONDAY, JUNE 26, 1995

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## SHOPPING CENTERED



LINDA BACHRACH

## Craft lovers find art mall retreats

**W**hether you're a creative craftsperson or a crafty shopper, you'll love the new and unique concept of the mega-craft mall. Finally, artists have a permanent showcase in which to display their crafts, a convenient and stress-free alternative to the weekend show circuit. And consumers have an indoor marketplace in which to while away a summer Saturday afternoon.

Dennis Nagy opened Craftique, a giant craft and antique mall, on May 2 in downtown Farmington. Located at 3300 Slocum, the former Ray's Interiors furniture and design store was transformed into individual room settings for dozens of craftspersons. With plush carpeting, polished wood floors, stenciled walls and curtain-swagged windows, the huge space feels more like a country home as you meander through cozy rooms.

The shoppers I encountered on a recent Saturday were impressed with Craftique's presentation and selection. The Stylor women from Tennessee, Kentucky and Michigan risked missing their family reunion to properly peruse every inch of the mall.

"We love country," they chimed in unison, showing off their finds — painted tins and a charming wood garden-inspired wall ornament.

Garden art is hot! Karen Shelley's popular pocket-fenced display corner features straw hats, garden markers and other homespun painted garden accessories. An array of decorative booths held dolls, wood furniture, dried flowers, wreaths and ruffled lampshades. Cement geese are another popular item. Folks love to dress them up in different outfits for every holiday.

Also find Native American crafts, painted and handwoven baskets, "over-the-door" cats and music boxes wrapped up like special occasion packages. Ypsi Crafts & More... displays lighted floral arrangements and bird cages, while C.J.'s Little Folks N' Things of Westland crafts whimsical spoon dolls.

Just a few miles away in Livonia, the Country-side Craft Mall is at 35223 Plymouth Road. Over 300 dealers pack the aisles with their wares in this oversized boutique that requires the use of a grocery cart to haul all of your goodies.

Some of the clever crafts that caught my eye included collage photo frames in fanciful shapes, Battenburg lace pinafiores, ceramic angels, Canvas City playmats for imaginative Matchbox car fun and all manner of wooden stamps. K. C. Dennison

of Southfield stitches custom quilts and The Salt Dough Bakery in Shelby Township crooks up mini-ature baskets of non-edible dough pastries and chocolate chip cookies. Lynda Fulton of Canton and her daughter Rhonda of Garden City create a variety of crafts including padded baskets and painted candlesticks. They had Rhonda's daughter, Kaitie, 7, in tow, reminding me just how much they do not miss the long hours spent at weekend craft shows. "This permanent space is a lifesaver," said Lynda.

Two of my favorite booths held scented needlepoint trivets and handpainted stationery trimmed with tatted designs by Lois Brown of St. Clair Shores.

If the kids get tired, there's a well-stocked playroom in the back. When you're ready for a break, you can head for the self-serve cafe. Craftling is an experience that is not to be rushed, especially if you're a serious craft shopper like Mary Wagner of Livonia.

Wheeling her grocery cart down one aisle and up the next, she put the mega-mall into perspective, "If he can spend five hours on the golf course every Saturday, I can leisurely admire every goose, wreath and hat in this place. And I never go home empty handed."

There is also a mini version of the craft mall on Main Street in downtown Rochester. Craft Village is a neighborhood outlet for several of the area's talented artisans in Commerce Township.

Linda Bachrach is a resident of Birmingham. You can leave her ideas for this column at (313) 963-2047, mailbox 1869. Or fax them to (810) 644-1314.



## Movie magic at the malls

**I**f you can't leave a store without buying a Batman Forever beach towel, Pocahontas bedsheets, or a Casper doll, you're not alone. The merchandising of summer films is now playing at a mall near you.

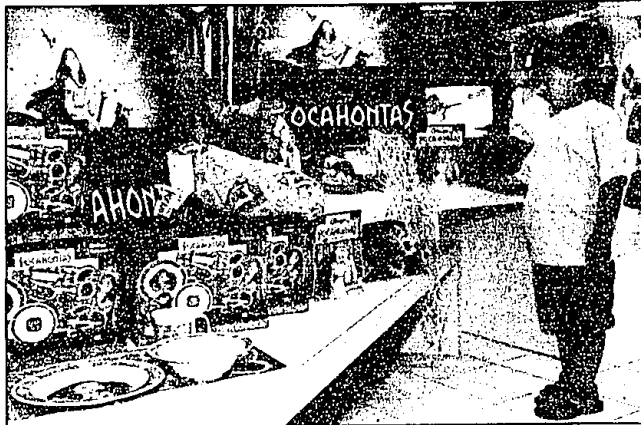
BY SUSAN DEMAGGIO  
STAFF WRITER

"Mommy, look! It's Pocahontas," a young Target shopper cried, pointing and running toward a rack of T-shirts and backpacks at the Rochester store in the Hampton Plaza. "Can I have one of these shirts? Pleaseee. Oh, pleaseee!" she begged.

"C'mon Katie. Not today. Maybe next time. We're here to buy you sandals for the lake," the ner-



Top it off: Megan Jakes, 10, of Waterford, tries on a Pocahontas hat which looks like a keeper!



Packaging Pocahontas: Hudson's busy, colorful display of Disney movie merchandise draws the interest of Bryan Fugate, 7, of Pontiac. At left, Rachael Marie Terry, 3, of Ortonville, tries on a nightshirt.

vous mother answered. "Maybe they have Pocahontas sandals!" Katie hoped.

(Yes, Katie they do. They also have Pocahontas athletic shoes and moccasins — all available at Payless ShoeSource.)

In a quick romp through Oakland Mall in Troy, more than 60 different Pocahontas products were identified between Hudson's, Sears, Penney's, the card shops, the toy and novelty stores, and of course, The Disney Store. Pocahontas appears on bed linens, backpacks and purses, wrist watches, stationery sets, pajamas, birthday party goods, plastic cups and dishes, short sets, blue jeans and picture frames.

There are also Pocahontas diaries, packs of computer paper, stickers, note cards and photo albums. In the toy department there are Barbie and Ken-sized Pocahontas and Captain Smith dolls, Pocahontas coloring and activity books, board games, soundtracks on CDs and tapes, Once Upon-A-Time lockets, action figure sets, Indian village playsets, dress-up kits and puzzles.

In the toy department at Meijer Thifty Acres, shoppers will notice a lower-priced product line by the Totay Toy Company of Holyoke, Mass., called "Legends of Yesterday." The "legends" are conveniently located next to the Disney-licensed toys because Totay's playsets also feature Indian princesses and warrior braves complete with bows of corn, papooses and horses.

Hudson's debuted Pocahontas boutiques at the entrances to all

their children's departments. Here shoppers can find Pocahontas-related merchandise grouped around a video screen playing scenes from the movie.

Hudson's spokeswoman Chris Morrisroe said the retailer will also have "Batman Forever" merchandise in the boys department by July 1.

"Mostly T-shirts," she said. Pocahontas separates for children are also available at Sears, Penney's, Target, Mervyn's and Kohl's.

Katie Dubalme of Troy, mother of four children aged 8, 6 and 3, came to Target to buy a couple of Pocahontas playsets for birthday gifts. She explained her interest in the merchandise.

"It's Disney!" she said with a wide grin.

But another Troy mother, Nancy O'Leary, who has three children, scanned the Pocahontas merchandise at Target and sighed, "I'm all Disneyed-out."

"We've got Jasmine sheets on their beds, Little Mermaid pajamas, Lion King figures and stuffed animals, and of course, all the Disney video tapes and books. It's getting a bit much."

But it's not just the Disney marketers who hope to cash-in on movie merchandise. Consumers who see the movie "Casper" will find ghostly images to collect at the malls, too. The Fleer Company has a trading card set of 120 images from the film, and three limited edition foil-chromium-hologram card sets. These are available through Blockbuster and Walmart stores, \$1.49 a pack.

There are Casper plush dolls, (also available in plastic and rubber) T-shirts, mugs and storybooks.

At Toys 'R Us, the Batman playsets are back on the best-sellers list because of the summer movie. Fashion designer Todd Oldham has come out with a Riddler Collection of clothing inspired by his work in the film.

Even the adult-film, Bridges of Madison County, with Clint Eastwood/Meryl Streep has inspired merchandise. The fragrance "Bridges" has hit the marketplace, priced 18.50 to \$35 at J.C. Penney's.



Casper cards: Revisit the friendly ghost's adventures through 120 different trading cards available at Blockbuster.

Retailers in suburban Malls and Main Streets can submit announcements of upcoming events and promotions for Added Attractions. The deadline is the Wednesday before publication on Thursday. Send the facts to: Malls & Mainstreets, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48002. Or fax to: (810) 644-1314.

### MONDAY, JUNE 26

#### HEALTH TEST

8-10 a.m. Jacobson's court area. Free blood pressure screening and arthritis information. Courtesy of Bedford Heights.  
Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 452-1100.

#### PUPPET SHOWS

"The Mucksters of Bremen" presented daily through July 2 at 11 a.m., 1, 3 and 7 p.m. Saturday 11 a.m., 1 and 3 p.m. Sunday 1 and 3 p.m.  
Meadowbrook Village Mall, Adams/Walton, Rochester Hills. (810) 375-9451.

### WEDNESDAY, JUNE 27

#### "LOVABLE PETTING ZOO"

Visit with good-natured farm animals, 11 a.m. to 3 p.m. Center Court. Don't forget your camera.  
Livonia Mall, Seven Mile/McClellan. (810) 476-1185.

#### POWER RANGERS VISIT

Meet Steve Cardenas (Red) "Rocky" and Amy Jo Johnson (Pink) "Kimmberly" of the Power Rangers. 11:30 a.m. to 1 p.m. Free. Parents welcome to bring cameras for poses.  
Oakland Mall, 14 Mile/John R. Troy. (810) 748-3320.

#### PARK CONCERT

Make it in the Park. Noon. Bring a lunch and enjoy an outdoor concert each Wednesday through July 26.  
Kistler Park, Mary Ann Arbor Trail, Downtown Plymouth. (313) 416-4ART.

#### OPEN AUDITIONS

Hudson's invites kids ages 2-14, to audition for an

## ADDED ATTRACTIONS

appearance in Fash Bash on Aug. 2 at the Fox Theater, 3-5 p.m. Call for more details.  
Northland Center, Eight Mile/Greenfield, Southfield. (810) 443-6000.

### WEDNESDAY, JUNE 29

#### MUSICAL REVIEW

Join Dorothy, the Scarecrow, the Tinman, and the Cowardly Lion down the yellow brick road in a musical salute to The Wizard of Oz. 10:30 a.m. Penney's court area. Kids Club event. New members welcome. Free.

Northland Center, Eight Mile/Greenfield, Southfield. (810) 659-6272.

#### FIREWORKS FESTIVAL

Hudson's sponsors tonight's 37th annual fireworks display over the Detroit River. Approximately 10 p.m. Rain date: June 29. Watch over 10,000 pyrotechnic effects choreographed to Big Band sounds.  
Closest to WFL-AM, WYST-FM and HDIV-TV 4. (810) 443-6000.

### THURSDAY, JUNE 29

#### INFORMAL MODELS

See the latest casual fashions from Rear Ends modeled during lunch from noon to 2 p.m.  
Stacy & Co. Orchard Lake/A. Maple, West Bloomfield. (810) 855-6622.

#### PARK CONCERTS

Summer Series, 7:30 p.m. Free. Bring a blanket or lounge chairs.  
Shan Park, Bazel/Morris, Downtown Birmingham. (810) 644-1700.

### FRIDAY, JUNE 30

#### INFORMAL MODELS

Featuring styles from Clothes Encounters informally modeled during lunch at The Grand Cafe, noon to 2 p.m.  
333 1/2 Grand River, Downtown Farmington. (810) 615-3181.

#### BOOK DISCUSSION

Equine columnist John Berendt talks about his best-seller "Midnight in the Garden of Good and Evil." 7:30 p.m.  
Borders Books, 13 Mile/Southfield, Birmingham. (810) 644-1815.

#### TOUR DE GOLF

Mini seminars and tips sponsored by Golf Digest through July 2. Regular mall hours. Hit balls, have swings analyzed, compete in putting and driving contests. Books and apparel available.  
Oakland Mall, 14 Mile/John R. Troy. (810) 585-6000.

### SATURDAY, JULY 1

#### FARMER'S MARKET

Now through Oct. 28 in the Village Commons Shopping Center parking lot. 9 a.m. to 2 p.m. Flowers, nuts and vegetables.  
Grand River/N. Farmington Rd. Farmington. (810) 473-7275.

### SUNDAY, JULY 2

#### STORYBOOK SUNDAY

There will be no session today due to the 4th of July holiday.

### MONDAY, JULY 3

#### SENIOR DANCE

11 a.m. to 2 p.m. Join senior citizens for fun and exercises. Live band. Refreshments, Newcomer's welcome. Lower level community room.  
Westland Center, Wayne/Warren. (810) 426-6001.