

MALLS & MAINSTREETS

(F)58

SHOPPING CENTERED



LINDA BACHRACK

You're the star behind sunglasses

There was a time when you stopped at the drugstore on the way to the beach and picked up a pair of clip-on Polaroid sunglasses or some generic little plastic frames with green-tinted lenses. They were, after all, just to keep the glare at bay while you read the latest pocket romance, stretched out in the sand under a scorching sun.

Today, thanks to the keen-eyed vision and influence of Hollywood, fashion designers and rock stars, shades have become indispensable accessories that define a sense of style. At the same time, the emphasis is on total UV protection.

Imagine Tom Cruise without his Ray-Bans or Jack Nicholson sans shades. Elton John inspired eyewear designer Oliver Peoples to name a retro-styled pair of sunglasses after him. The sales benefit the Elton John AIDS Foundation. Designers such as Armani, Jil Sander, Carolina Herrera and Gianni Versace all lend their names to cutting-edge opticals.

Frames for you

We've all seen cool sunglasses that look great on movie stars or fashion models. But, how do we select the style that's best for us? How many times have you stood in front of a tiny mirror in a department store trying on dozens of frames and rejecting every last one?

Grace Gluskin to the rescue!



Grace Gluskin

A personal eyewear consultant, Gluskin conducts free workshops at Family Eye Care, 31154 Orchard Lake Road in Farmington Hills. Her hands-on workshops impart tips on choosing the perfect pair of eyeglasses, including shape, color and size. Most importantly, Gluskin stresses 100-percent UV protection.

"Your sunglasses are just as important as sunscreen," says Gluskin. "Serious eye conditions are linked to ultraviolet rays."

Gray, she says, is the most accommodating lens color. But, if you're a skier or a hunter, choose yellow lenses. If you're a fisherman, opt for polarized lenses. Those who play contact sports need polycarbonate, impact resistant glasses.

The hottest sunglasses shape of the summer is the wrap. Though traditionally a sport-specific style, the wraparound has caught on in a big way as a fashion statement. At D.O.C. Optique in the Bloomfield Plaza, Telegraph and Maple, look for Oakley's futuristic E Wire and Bauach & Lomb's sleek Killer Loop Activ. These ultraprotection athletic styles block all ultraviolet light and curve with the shape of the head to shield eyes from weather conditions, like blowing sand. Also hip are Ray-Ban's funky Orbs.

Blasts from the past

The retro-look is still popular in small oval shapes with antique metal or vibrant-colored frames. The newest, says Nira at D.O.C., are Rayo's small ovals with mirrored lenses, and the mirrored reflect, more kits.

"Remember," says Gluskin, "your eyes are your most expressive feature and you want to frame them with the most flattering shape."

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Visit a shop in Plymouth with merchandise to support folk fighting addictions.
- Linda Bachrack goes shopping for clothes to wear to a summer sunset picnic.
- Added Attractions lists interesting events at area shopping centers.
- Retail Details briefs you on store openings and closings.

Malls consider the fun factor

Michigan retailers gathered in Dearborn recently to talk about the shopping business. Here are some of the highlights.

By JUDITH DONER BERNE
STAFF WRITER

You are first on their shopping list. You are the retail customer. They are 450 shopping center professionals who recently gathered for a two-day Michigan Idea Exchange put on by the International Council of Shop-

See RETAIL, Next Page



ART EMAN/TELE/STAFF PHOTOGRAPHER

Relating to retail: Gov. John Engler discusses the Michigan marketplace with Bob Thomas (center) and Bob Schostak (right).

Where can I find?

Eureka! We found some!

Mrs. Wayne Hu of West Bloomfield wrote to Where Can I Find? seeking the classic brown-and-white cotton work socks with red heels manufactured by the Nelson Knitting Company of Rockford, Ill., since the 1940s.

Mrs. Hu said she wants to use the socks to make the stuffed monkey popularized by David Letterman during April's academy awards show. In one segment, a clip from the movie "Cabin Boy" shows Letterman selling sock monkeys on the street.

Mrs. Hu said she cannot find a phone listing for the Nelson Knitting Company in Rockford from directory assistance.

Well, our crack team of investigative journalists quickly solved the mystery after some interesting turns.

A spokeswoman from the Rockford Chamber of Commerce explained that the Nelson Knitting Company went out of business years ago and sold its patents to Fox River Mills, Inc. of Osage, Iowa. All inquiries about the Redheel are directed there.

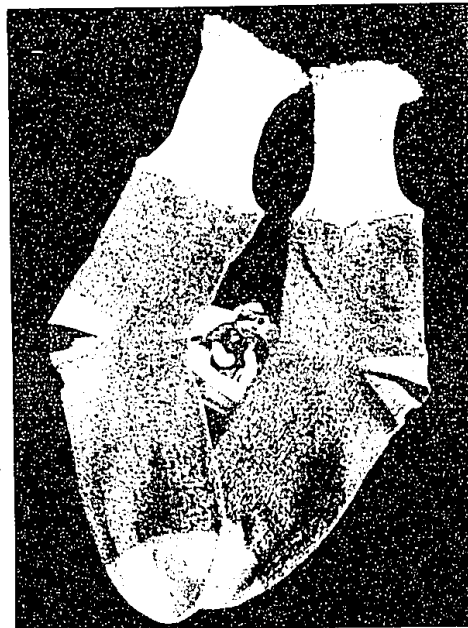
A spokeswoman for Fox River Mills in Osage, Jennifer Dow, said the company bought the rights to make the sock in 1985. "The Redheel is still made and sold by distributors to craft stores and lower-end shops for outdoorsmen," she said. "The Redheels cost about \$4 a pair. Thanks to David Letterman, we're seeing a renewed interest in this product."

Two readers offered suggestions on where they've bought the sock locally, but one source has since gone out of business — the D&C dime store in Waterford. Kathleen Chambers of Farmington, a caterer, explained that she once made dozens of the monkey socks and dressed them as astronauts for a client's Christmas tree. Her supply of socks came from the old D&C.

Connie Witt called to report that Sam's Clothing Store at 207 E. Liberty in Ann Arbor still carries the Redheel. Store manager Kirk Hosmann confirmed it. "We've got those monkey socks in the traditional brown and white, or the newer blue and white, two pairs in packages for \$9.95. We order them from the distributor in Osage." Here's the next shopping challenge:

"I've searched for several years to find sleeping bags (adult size) made of materials for warmth without weight and bulk, to use on motorcycles or while backpacking. Surely in this world of wonder, someone has put this on the market! Please help." Sincerely, Mrs. Hame of Westland.

If you know where Mrs. Hame can buy such a sleeping bag, please give Malls & Mainstreets a call at (910) 901-2567. We'll print your response! You can fax an answer 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. Thank you!



JERRY ZOLTNER/STAFF PHOTOGRAPHER

Monkey socks: The original Rockford Redheel, once standard issue in all the five dimes, is hard to come by these days. The Nelson Knitting Co. of Rockford, Ill., went out of business years ago.

Retailers can 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, JULY 10

EYE MAKEUP

Five Frh Avenue cosmetic artists from Chinque offer free personal eye-makeup lessons through July 15. Reservations required. No charge, plus sample sizes for customers. **Somerset Collection, Dig Beaver/Coolidge, Troy, (810) 643-9000.**

PUPPET SHOWS

"The Mucktons of Bremen" presented daily through July at 11 a.m., 1 and 3 p.m. Saturday 11 a.m. and 3 p.m., Sunday 11 a.m. and 3 p.m. **Meadowbrook Village Mall, Adams/Warrior, Rochester Hills, (810) 378-9431.**

TUESDAY, JULY 11

MAGIC SHOW

Gordon Russ the Magician Kid performs 11 a.m. and 6 p.m. **Center Court, Free, Wonderland Mall, Middlebet/Plymouth, Livonia, (313) 522-1100.**

WEDNESDAY, JULY 12

SEAWALK SALES

Through July 16 throughout the mall. Browse through merchandise marked down to make room for fall items. **at: Twelve Mall, 12 Mile/Telegraph, Southfield, (810) 333-4111.**

ADDED ATTRACTIONS

CHILDREN'S OPERA

"Aesop's Fables" presented 10:30 a.m. by Michigan Opera Theatre. Four one-act tales put to music. **J.C. Penney Court, Part of Kids Club summer series, Northland Center, Eight Mile/Greenbelt, Southfield, (810) 569-6272.**

PONY RIDES

Choose from four gentle ponies to ride around center court 11 a.m. to 3 p.m. Don't forget your camera. Part on mall's summer series for children each Wednesday through Aug. 18. **Livonia Mall, Seven Mile/Middlebet, (810) 476-1166.**

PARK CONCERT

Music in the Park. Noon. Bring a lunch and enjoy an outdoor concert each Wednesday through July 26. **Kilgus Park, Main/Ann Arbor Trail, Plymouth, (313) 416-4487.**

THURSDAY, JULY 13

SEAWALK SALES

At area center-wide clearance. Through July 16. **Westland Center, Wayne/Warrior, (313) 425-3001.**

BURGER ANTIQUES

Dealers from across the country display and sell wares, offer repair and restoration services. Through July 15. Regular mall hours. **Summit Place, Elizabeth Lake/Telegraph, Waterford, (810) 682-0123.**

DOORWAY SALES

A country-western theme marks the mall's annual Doorway Sales clearance program. Throughout the mall through July 15. **Livonia Mall, Seven Mile/Middlebet, (810) 476-1166.**

FOUNDERS FESTIVAL

31st annual community fair through July 15. Refreshments, country line dancing, many other amusements. **Artist Alexander Zorin invites area artists to join him on festival stage 7:30 p.m. July 13. All entertainment is free, Grand River/Farmington, Downtown Farmington, (810) 474-3440.**

FESTIVAL/SALE

Dixboro General Store hosts 5th annual Barn and Porch Sale/Festival through July 16. Many historic barns open and filled with bargains. Refreshments and musical entertainment. 10 a.m. to 6 p.m. On July 14 from 10 a.m. to 9 p.m. On July 15 and 16 from 10 a.m. to 6 p.m. **5206 Plymouth Road, 1 1/2 miles east of U.S. 23, Ann Arbor, (313) 663-5558.**

PARK CONCERTS

Summer Series. 7:30 p.m. Free. Bring a blanket or lounge chair. **Shan Park, Bates/Merrill, Downtown Birmingham, (810) 644-1700.**

SATURDAY, JULY 15

SAFETY PROGRAM

Inspector Gadget's Kids Event. 1-5 p.m. Center Court. Receive a free, mounted photo of your child with space showing vital statistics and fingerprints. Gadget poses for photos and hands out free gifts to guests. Sponsored by A&W Restaurants. **Wonderland Mall, Middlebet/Plymouth, Livonia, (313) 522-4100.**

FARMER'S MARKET

Now through Oct. 28 in the Village Commons Shopping Center parking lot. 9 a.m. to 2 p.m. Flowers, fruit and vegetables. **Grand River/Farmington Rd. Farmington, (810) 473-7278.**