

MALLS & MAINSTREETS

MONDAY, SEPTEMBER 11, 1995

SHOPPING CENTERED



LINDA BACHRACK

Hiking gear helps on the dusty trail

September is my favorite month of the year in Michigan. It always seems to be the month with the most sunny days and the mildest temperatures. Rarely does the thermometer soar above 80 degrees or dip below 60 during the day.

It's perfect hiking weather. If you haven't experienced the excitement of tackling a steep rocky trail, lace up your boots, grab your water bottle and go. There are some great hiking trails within an hour of home.

On Labor Day, my husband and I discovered the Stony Creek Nature Center in Washington. The four miles of self-guided trails are labeled to provide an understanding of the landscape and its habitat. The trails wind through broad fields, dense woods and small wetlands, leading you over moderately hilly terrain. It was a delightful hour-and-a-half of exercise, tranquility and conversation.

Another beautiful system of trails awaits at the Pinckney Recreation Area, just 15 miles northwest of Ann Arbor off Dexter-Townhall Road.

Made for walking

If you're a hiking novice, the most important piece of equipment you need is a good pair of boots. When traveling on foot, nothing is more critical than taking care of your feet. An informed salesperson can help you find the right fit. I turned to Dan Argonis, owner of Venture Outdoors in downtown Plymouth, for some expert advice. Argonis' most popular and most technical hiking boot this fall is the Salomon Adventure 8 (\$165). It combines a compound rubber and a full polyurethane shank and a Contagrip Trekking outsole, which provides exceptional grip on rocky terrain. "Two key words — they fit," says Argonis who recommends them for snowy weather and off-trailing. "They're comfortable for year-round hiking."

Other good recreational hiking boots include the Vasque Sundowner and Newtwin, which can also be used for backpacking, and the ultra-light, inexpensive Vasque Alpha.

Outdoor attitude

Just as essential as a good boot, is a proper sock. Try Smartwool's no-itch, no-shrink, snugly-sock Merino wool trekking socks (\$8). "They're the 'hottest' sock on the market," says Argonis. Royal Robbins is Argonis' manufacturer of choice for BlueWater shorts, the standard in hiking shorts. "They even have a double butt for long sitting. And they never wear out. I've had the same pair for six years." (\$42.30) The Royal Robbins pants have double thickness knees (\$49).

Also find athletic vests. The Cadillac of outdoor clothing is the Ex Officio line. This technical wear is UV-rated and made from hydrophobic fabric. You can wade through the water and the pants dry almost instantly. Innovative styles include a convertible pant (that switch into shorts) and a convertible jacket vest (\$52.95-\$113).

Finally, take along a small first-aid kit, two bottles of water, some hard candy and Cliff Bars, advises Argonis.

If you're ready to get started, pick up the brand new Trail Atlas of Michigan by Dennis R. Hansen (\$26.55). Just leave it out on the coffee table so you can flip through it and find the perfect weekend hiking jaunt this fall.

Linda Bachrack invites local retailers and shoppers to present ideas for this column as well as details about and photos of unique merchandise worthy of featuring. To participate, call her at (313) 963-2047, mailbox 1889 or fax (810) 644-1316.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Marketplace deals: Shopping in the area's closest store.
- Linda Bachrack goes looking for comfortable sleepwear.
- Added Attractions lists events at area shopping centers.
- Retail Details briefs changes in the marketplace.

Retailer juggles its store leaders

Jacobson's managers report for duty in new locations this week as the specialty retailer works to improve sales.

JACOBSON'S

BY SUSAN DEMAGGIO
STAFF WRITER

Jacobson's played a game of musical chairs with its metro Detroit managers last week, assigning them to different stores to "provide employees with stimulating opportunities that allow them to develop their talents and abilities."

In a press release announcing

See JACOBSON'S, 5B



STEPHEN CANTRELL/STAFF PHOTOGRAPHER

Changing the guard: Sandy Wloszek (left) learns about the Birmingham Jacobson's complex from outgoing manager William Kirching who's leaving to manage the store at Great Oaks Mall in Rochester Hills. For the past year, Wloszek has managed the Jacobson's store at Laurel Park Place in Livonia.

Catalog for women travelers books customers

BY SUSAN DEMAGGIO
STAFF WRITER

Christopher Columbus may have discovered the New World in 1492, but here in 1995, it's Christine Columbus



On the road again: Annette Zientek's catalog for women who travel features unique safety and apparel products.

who's charting new courses.

Christine Columbus is a unique catalog designed exclusively for women who travel. It's the brainchild of former Michigan native Annette Zientek who intended to write a travel book about her vacations, but instead came up with a product catalog which also includes safety tips, travel advice, reference material and customized clothing designs for women on the road.

Based in Lake Oswego, OR, where she moonlights as an accountant for a lumber company, Zientek and partner Rob Brost, invested \$100,000 in Christine Columbus and 60,000 copies are in print.

"Our goal is to be the number one resource for women travelers," she said. "I personally selected and tested all the items in the 28-page book. It's been designed for the traveler and not the tourist to assure safe and comfortable travel for women who now comprise over half of the business and vacation travel market."

Zientek quoted recent travel statistics which project that the number of women who travel will be up by 8 percent by the year 2000. Men's travel figures will remain steady.

As an international traveler and businesswoman, herself, Zientek said she found travel products like luggage

and related accessories designed for men "with little thought given to the needs of women."

"Everything was masculine in style, color, size and weight," she explained. "What was described as women's travel clothing was

frequently nothing more than men's styled clothes in a new color. They simply did not fit or work for me."

Inside Christine Columbus, shoppers will find items like the Two-

See CATALOG, 5B

Livonia Mall will host a big space adventure

Parents, teachers, kids and anyone else who has ever wanted a close encounter of a celestial kind, won't want to miss an interactive exhibit at the Livonia Mall Sept. 11-16.

The highlight of "Space Adventure" is a visit with Skylab 4 Astronaut Edward Gibson, Saturday, Sept. 16, at 11:45 a.m. and 2:30 p.m. Gibson promises to sign a few autographs and answer questions about his experiences in the space program.

In conjunction with the Space Station Exhibit, the mall will hold an essay contest for kids in grades 4 through 7 — the grand prize is a one week scholarship to NASA Space Camp.

Visitors to the free event can taste

space food, see an Apollo space suit up close, and study presentations about the space shuttle, space explorers, the Hubble Telescope, Mercury Astronaut capsule, Delta Space Rocket, Lunar Landing Craft and Titan IV Space Launch Rocket, courtesy of Lockheed/McDonnell Douglas.

"The mall was looking for something unusual for its annual Back-to-School promotion when an advertisement for the Space Adventure arrived," said marketing director Bill Checks. "It's really a unique exhibit that's been all around the nation. We're happy to be able to bring it right here to the neighborhood."

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, SEPT. 11

TICKETS ON SALE

Birmingham's annual fall fashion spectacular to benefit the pediatric oncology unit at Beaumont Hospital. Tickets available at local stores. The event takes place in tents adjacent to Stan Park, Wednesday, Sept. 20, beginning at 6 p.m. General admission price \$25. Includes taste of Birmingham, chance to see unique stiletto auction items, hour-long fashion show and dessert afterward. Beaumont Foundation, Royal Oak, (810) 433-3378.

WEDNESDAY, SEPT. 12

KIDS' DANCE

Newburg Kids Club treated to dance lessons by Sheryl's School of Dance instructors. 11 a.m. Free inside mini-mall area. Club meets first Tuesday of each month for 30-45 minutes of fun. Free. Newcomers welcome. Newburg Plaza, Six Mile/Newburgh, Livonia, (810) 644-6000.

INFORMAL WOODLIES

Women's casual clothes from Chico's presented noon to 2 p.m. during lunch at Six Mile & Co. The Boulevard, Orchard Lake/E. Maple, West Bloomfield, (810) 856-0622.

DESIGNER SHOW

Jacobson's presents its top fall designs in a special show at 2:30 p.m. Reservations requested. Laurel Park Plaza, Six Mile/Newburgh, Livonia, (313) 591-7606, ext. 278.

THURSDAY, SEPT. 14

DRESSED ON DISPLAY

Meet designer Jen Harp and see fall collection of day-to-evening dresses at Harren Rose Boutique. During regular business hours through Sept. 16. Downtown Plaza, Maple/Townsquare, (810) 855-8877.

FRIDAY, SEPT. 15

ADDED ATTRACTIONS

DESIGNER VISITS

Jacobson's presents Eric Gasque "one of 7th Avenue's top and coming stars" and his fall collection from noon to 4 p.m. in the Designer Salon. Birmingham store. Maple/Dates, (810) 643-8510.

MAN'S VISUAL SHOW

Howard Goldman presents the Talla Collection for fall (suits, sportcoats, trousers) at Maxwell's through Sept. 16, regular hours. Store also unveils its new shoe department with exclusive Celie & Co. shoes. Maxwell's, Maple/Woodward, Birmingham, (810) 642-1045.

SATURDAY, SEPT. 16

PARENTING EXPO

Features unique child-related businesses, fashion shows, arrangement ideas, financial seminars, dance, face painting, story telling. Noon to 3 p.m. Admission \$5. Kids free. Families welcome. Kingsley Inn, Long Lake/Woodward, Bloomfield Hills, (810) 855-7045.

INTIMATED TRUNK SHOW

Fleets from Wacoal and Armani available for private consultations with women who need bras in sizes 34-44 with cups in D, DD and DDD. Also fittings for all-core braest corsetweaves and tailored bras. 10 a.m. to 4 p.m. Informal modeling, free gifts, and refreshments. Shop also carries maternity and nursing lingerie, and bras to size 24H. Annette's Unique Boutique, Rochester Road/E. Westfield, (810) 623-1000.

KIDS SHOW

T.C. Bear sing-a-long event. Center Court, 11 a.m., 2, and 5 p.m. Free. Come early for the best seats. Woodward Mall, Plymouth/Middlebelt, Livonia, (313) 523-1103.

CASUAL CONCERT

1-4 p.m. Pavilion Court. Janet Tenaj & Sven Anderson Trio perform while mall retailers show fashions and answer questions about casual business attire. Laurel Park Plaza, Six Mile/Newburgh, Livonia, (313) 482-1100.

ANTIQUE CAES

Model A Restorator's Club shows its collection of roadsters 1-5 p.m. Canterbury Village, Joseph/7-75, Lake Orion, (810) 591-5700.

BEWINE CLASSES

"Getting Started" 10 a.m. to noon. Free seminar. Call for reservations. Haberman Fabrics, 117 W. Fourth, Royal Oak, (810) 541-0010.

PLYMOUTH FARMER'S MARKET

7:30 a.m. to 12:30 p.m. choose from fresh produce, plants and baked goods every Saturday through October. The Gathering, Across from Knepp Park, (313) 453-1940.

FARMINGTON FARMER'S MARKET

Now through Oct. 23 in the Village Commons Shopping Center parking lot. 9 a.m. to 2 p.m. Flowers, fruits and vegetables. Grand River/E. Farmington Rd, (810) 473-7216.

ARTISANAL VISIT

Skylab 4's Edward Gibson answers questions and signs autographs 11:45 a.m. and 2:30 p.m. Space Station exhibit. Essay contest. Livonia Mall, Seven Mile/Middlebelt, (810) 476-1100.

BABY FARE

Hudson's hosts mini-embroider on preparing/caring for newborns. 1-4 p.m. Wemble the Pooch starts at 1:30, 2:30 and 3:30 p.m. Merchandise representatives, hospital instructors. Free. Children's Club, 14 Alley/John R. Troy, (810) 443-567-5200.

SUNDAY, SEPT. 17

STORYBOOK BIRNBAW

Jim Harper reads "The Wizard Comes to Town." 1 p.m. Children redeem storybook report forms for mail discount tokens. 9:00-10:00 book mobile. Fairlane Town Center, Alcham/Hubbard, Dearborn, (313) 625-5048.