

MALLS & MAINSTREETS

MONDAY, August 26, 1996

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SHOPPING CENTERED



Flipper fun: The dolphin pen, \$6, at Natural Wonders, comes complete with dolphin squeals, each time you click it.

Make a point with your pen

BY JANITA GAULETTI
SPECIAL WRITER

No matter what kind of student you are, there's a pen to match your personality type. As marketing director at Lakeside mall in Sterling Heights, I spent an afternoon shopping for the write staff before deciding to pen this column. Here's a quick course by Lakeside merchants on how to match your student personality traits with the appropriate writing instrument for school.

The kid at heart

No need to fool around, yours is the Mickey Mouse pen from the Disney Store. Made from carved wood, the extra fat pen is trimmed with tiny Mickey silhouettes in three places. It's \$65.

The heavy notetaker

The college profs can give long-winded lectures that require lots of note taking. As a symbol of success in the business world, it has got pads where your thumb and forefinger grasp the pen shaft. It's designed to prevent fatigue for those who need to take copious notes or write lengthy history essays. As an added bonus, the pressurized pen can write upside down. Available in silver for \$50, or solid copper for \$125 at Natural Wonders.

The well-rounded athlete/scholar

Just as you are multi-talented, so is the Quad Pen by Franklin Quest. It writes in four different colors: black ink, blue ink, red ink or pencil. It's perfect for jotting notes in one color, making corrections in red and penciling in the football schedule on your calendar. The pen case comes in marble blue, green, black or burgundy. It's \$39 at Franklin Quest.

The corporate climber

Success is important to you, and the Mont Blanc pen is recognized worldwide as a symbol of success in the business world. The best and the brightest gravitate to this pen. It's white-capped pen tip is modeled after the white snow-capped mountain by the same name in Germany. Prices start at \$123 at Bentley's Luggage.

The intellectual

Do you identify with tortoise framed eyeglasses or take a low-risk, slow and steady approach to life? Perhaps your perfect pen pal is the tortoise shell ball point by Calibri. Replete with gold accents and a gold pocket clip, it has a twist closure to prevent pocket smudges of ink. It's \$39.95 at JB Robinson Jewelers.

Future environmentalist

Young tree huggers will appreciate how the Orca whale pen makes the sound of an Orca whale each time you click the pen to write. Or its sister dolphin pen makes dolphin noises. The pens come in their own satin neckwraps to wear when not in use. They're \$6 at Natural Wonders.

The fraternity guy

Your fraternity brothers will probably want to borrow this unusual pen, but just say "later." Churchill's wooden golf pen has a tiny golf club for its clasp, a wooden pen shaft and comes in its own matching wooden case. It's \$16.

The future CIA recruit

Middle school boys and girls who love secret messages and mysteries will love the Talk Boy or Talk Girl pens by Tiger. Popularized a year ago by the movie Home Alone II, they're still hot sellers. The pens record your voice and will play it back at different speeds. The pens make six different sound effects, like sirens and whistles that will amuse your friends and drive the substitute teacher huggy. They're \$25 at Kay Bee Toys.

The moody type

Without a doubt, your match is the mood pen that changes color to reflect your inner feelings. It responds to your hand temperature, to see if you're uncontrollable (purple), aggressive (blue) or another mood altogether. It comes with its own chart that matches colors with moods. The ballpoint pen with twist closure is \$6 at Natural Wonders.

Discounters get the most school sales



A national retail survey says parents will spend about \$350 per child this back-to-school shopping season.

According to the American Express Retail Index, which monitors consumer retail spending trends, and is based on a survey of 1,000 consumers nationwide, parents will spend an average of \$363 per child for back-to-school items this year. This is an increase of 12-percent, compared to 1995 figures.

The survey also revealed that nearly one in five parents (18-percent) say they plan to spend \$500 or more for back-to-school gear.

Nearly half, 49-percent of parents, will use a combination of cash (65-percent), checks (16-percent) and credit cards (15-percent) to pay for such back-to-school items as clothing, classroom supplies, textbooks and electronics.

Parents say children will also contribute to the budget, pitching in an average of 19-percent from their own savings.

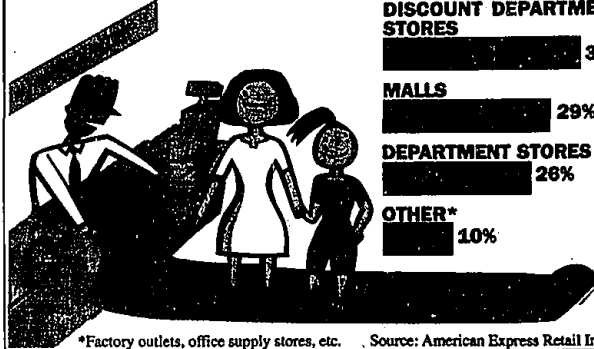
Surprisingly, and contrary to last year's back-to-school survey, results showed that college boys are dramatically more style-conscious than college girls (54.7-percent versus 28-percent).

The survey also found that nearly half of all students are considered style-conscious by their parents. On a scale of 1 to 10, with "10" being extremely style-conscious, and "1" being not at all style-conscious, 45-percent of parents gave kids an "8" or higher.

Parents report that high-schoolers are the most brand-conscious about their clothing although elementary and college students also demonstrat-

WHERE AMERICA SHOPS FOR BACK-TO-SCHOOL

According to the American Express Retail Index on back-to-school shopping, more than one third (35%) of back-to-school shoppers plan to shop at discount department stores, making it the top pick among retailers.



*Factory outlets, office supply stores, etc. Source: American Express Retail Index

ed strong preferences for certain brands.

The top brand names among all three groups of students were Levi's: 45-percent, followed by Nike: 39-percent, The Gap: 17-percent, Reebok: 16-percent, and Guess: 13-percent. Designer labels are also popular, with Tommy Hilfiger, Calvin Klein and Polo/Ralph Lauren each preferred by 6-percent of back-to-schoolers.

Wardrobe basics top the list of most-shopped for items in August, although clothing and general school supplies were each cited by 87-percent of respondents as the top two items on their back-to-school shopping lists.

Clothing will account for more than half, 68 percent, of the back-to-school shopping budget.

Supplies will account for only 21 percent.

Top clothing items are back-to-school basics including jeans (61-percent), shirts and tops (57-percent), underwear (30-percent), sneakers (26-percent) and non-denim pants (20-percent). Parents have more influence over where to shop for back-to-school (63-percent versus 31-percent) and their kids have more influence over what items are purchased (50-percent versus 39-percent).

Nearly two-thirds (64-percent) of parents will shop with their kids, with parents of grade-schoolers doing the most shopping at discount department stores, (42-percent), and parents of high schoolers favoring malls (40-percent).



Reinventing good food: California Pizza Kitchen founders Larry Flax (left) and Rick Rosenfield, visit their new Somerset Collection North eatery for the grand opening.

Upscale family dining at a new mall kitchen

BY SUSAN DEMAGGIO
STAFF WRITER

With the hope of offering upscale families a nutritious, delicious place to eat, two federal prosecutors left the courtroom for the kitchen, founding California Pizza Kitchen in 1985 in Los Angeles.

Eleven years, 77 restaurants, and \$160-million worth of pizzas later, Larry Flax and Rick Rosenfield brought CPK to Michigan — their 78th restaurant is now open in the Somerset Collection North in Troy.

"Forbes-Cohen (Somerset's developers) have been trying to get us here for many years," Flax said, in town for an opening benefit for the Karmarnos Cancer Institute. "We're in their Palm Beach Garden shopping center and it's been a great experience."

The trademark of all CPK restaurants is a wood-burning oven which

bakes the pizza in three minutes. The short cooking time under intense heat preserves the natural, fresh flavors and characters of the toppings.

And what a variety of toppings — barbecued chicken, Thai chicken, Peking duck, bacon-lettuce-and-tomato, shrimp pesto, tostadas and of course, pepperoni, sausage and mushrooms.

Strict vegetarians will appreciate the custom catering, no cheese, no meat, no problem.

In addition to pizzas, the restaurant serves a variety of salads, soups, pastas and desserts, beer, wine and liquor.

"We basically reinvented pizza," said Rosenfield, with a wide grin. "But historically speaking, in Italy they made pizzas like ours before they ever had tomatoes, or sauce, that's the American touch."

Newspapers of special events of interest to shoppers is included in this calendar. Send promotion information to: Mall & Mainstreets, c/o Birmingham Eccentric, 805 East Maple, 48009; or fax (810) 644-1314. The deadline is Wednesday at 5 p.m. for publication on Monday.

MONDAY, AUG. 26

French Fragrance Salute
Nordstrom hosts Xavier Renard of Mane Fragrances, 10-11 a.m. and 4-5 p.m., Special Afternoon Tea 1-2:30 p.m. Fragrance seminar on level one from 7-9 p.m.
Somerset Collection North.
Big Beaver/Coolidge. Troy.
(810) 816-7529.

Be True To Your School
Receipts toward learning materials places schools of shoppers' choice. Program in place through Oct. 31, 1997. Available only at Lakeside, Sterling Heights; Twelve Oaks, Novi; Briarwood, Ann Arbor and Fairlane Town Center, Dearborn.
(810) 348-9438.

Puppet Shows
"The Reluctant Dragon" daily through August in the mall's puppet pit, 11 a.m. 1 and 3 p.m. Sunday at 1 and 3 p.m.
Meadow Brook Village. Walton/Adams. Rochester Hills.
(810) 375-9451.

(Hand) Writing Exhibit
The Montblanc Boutique is hosting a collection of 80 writing instruments that includes rare pens dating from the early 1900s through Sept. 8. Forensic handwriting examiner Richard Kokochak visits on Sept. 7 to analyze handwriting samples.
Somerset Collection South.
Big Beaver/Coolidge. Troy.
(810) 837-9885.

Designers Visit Hudson's
Aug. 26: Swarovski Jewelry display featuring

ADDED ATTRACTIONS

pieces seen in 1940s films on the first floor, during regular store hours. Aug. 27: Jim Palmer, baseball hall of famer, noon-1 p.m., first floor, on behalf of Jockey underwear. Also, 8 p.m. Detroit Piston Coach Doug Collins and Perry Ellis' vice-president of design Jerry Kowitzki, first floor. On Aug. 29, Kenneth Cole presents his fall shoe line 5-7 p.m. first floor.

Somerset Collection North.
Big Beaver/Coolidge. Troy.
(810) 443-6332.

THURSDAY, AUG. 29

Family Fun
The Gratitude Steel Drum Band performs 6:30-7:30 p.m. in front of the Birmingham City Hall. Free. Last event of summer series.
Merrill/Pierce. Birmingham.
(810) 433-3550.

FRIDAY, AUG. 30

Basketball Tournament
Mall hosts Red Hucker 3 on 3 Basketball tournament in the parking lot 3-8:30 p.m. Repeated 8 a.m.-8:30 p.m. on Saturday, Aug. 31. REGISTER by calling 1-800-YOU-DUNK or pick up entry form at the mall. Divisions for males and females, ages 6-80. All skill levels welcome.
Livonia Mall. Seven Mile/Middlebelt.
(810) 476-1160.

Informal Modeling
Featuring fashions from American Eagle Outfitters and The Limited presented informally for the lunch crowd at D. Dennison's and Allie's American Grille, noon to 2:30 p.m.
Laurel Park. Six Mile/Newburgh. Livonia.
(313) 462-1100.

Kids' Play Day
Young shoppers at Jacobson's can test out the new

toy "Toobers & Zots" 6-9 p.m. Kids Dept. Also, meet ventriloquist Todd Gale 7 p.m. "Throw That Voice" workshop. Complimentary event.
Great Oaks Mall. Walton/Livonia. Rochester Hills.
(810) 651-6000.

SATURDAY, AUG. 31

Author Visits
Waldenbooks hosts Stephanie Melien, Troy author, specializing in can-do books for youngsters. 10 a.m. to 8 p.m.
Summit Place. Elizabeth Lake/Telegraph.
(810) 689-3076.

Percussion workshop
Drumfest presented by Las Vegas performer David Korup, 11 a.m. Children can make their own instrument.

Orchard Mall. Maple/Orchard Lake. West Bloomfield.
(810) 851-5566.

Farmer's Market
Both downtown Farmington and Plymouth have small produce, bakery and craft stands from the morning until afternoon each Saturday in the heart of their business districts until late October.
(313) 453-1540.

Kids Show & Cafe Concert
Borders Books & Music hosts Bob Gerics and his guitar. 8 p.m. At 11 a.m. it's William and Di Schubert and their "Magic of Reading by Reading Bill" show. Special appearance by Gus the Bunny.
30996 Orchard Lake. Farmington Hills.
(810) 737-0110.

LABOR DAY: MONDAY, SEPT. 2

Holiday hours
Most malls have limited business hours today. **Laurel Park Place:** noon to 5 p.m. Tel-Twelve 10 a.m. to 5 p.m.