

A Knit Shop Like a Dream

An avid knitter, Denise Norber became frustrated when she couldn't find a yarn shop carrying the top quality yarns she preferred. Her frustration served as inspiration to open *ImaginKnit*, a full service knit shop on Northwestern Highway in Applegate Square in Southfield. *ImaginKnit* offers a complete line of the finest medium to high end knitting yarns available. The store emphasizes quality and variety as well as elegant ambiance.

"Most knit shops are cluttered," says Norber. "*ImaginKnit* is the opposite. The store is designed to organize the yarns in the best way possible and still provide a warm and inviting atmosphere."

ImaginKnit sells yarn, patterns and also custom designed patterns. The store offers a variety of regular classes and the staff is willing to teach any aspect of knitting including finishing. They also provide a custom knitting service. *ImaginKnit* sells one of a kind handmade sweaters and knitting machines. Day, evening and Saturday classes are available. Some classes have waiting lists.

And how is the knitting hobby coming along for Norber herself? "I don't knit as much as I used to," she admits. "But I know more about the field than I ever did before thanks

to the challenging creativity of my customers. I have a greater love for the craft than ever before."

ImaginKnit's central location brings knitters from throughout the state including Ann Arbor, Downriver communities and others. The store is open from 10 a.m. to 5 p.m. Monday through Friday and until 7 p.m. on Thursdays. It's open Saturdays from 10 a.m. to 4 p.m.



Denise Norber, owner of ImaginKnit and her expert staff can help the novice or expert design beautiful crocheted or knitted creations.

Tender: It's All in the Mix

When Cheryl and Karen Daskas opened *Tender* almost three years ago, they brought with them years of experience in the fashion industry. Karen had managed the Linda Dresner store in New York and her sister, Cheryl, was a former model.

Together they created *Tender*, a sophisticated women's boutique that carries simple, clean, understated and modern fashions by young European and American designers.

To maintain their individuality and elegance, 80 percent of the collection found at *Tender* is exclusive to the store in the Detroit Metropolitan area. "We offer our customers fashions that they won't find in department stores and other retail chains," said Cheryl Daskas.

Until now, there was one thing that *Tender* didn't offer its customers. "From the day we opened, people have been asking us to carry shoes," Daskas said. Starting in October, the store will enter new territory and exclusively offer the Detroit area a line of shoes of high quality and style — just like the clothes.

Tender also carries a full line of accessories, including handbags, jewelry, scarves, belts and hats, so customers can take home a complete outfit.

But *Tender* doesn't stop there, the store also offers shoppers great service and a comfortable atmosphere in which to shop.

At *Tender*, the staff pays close attention to how the customer looks in the clothes. "We pride ourselves on our customer service," said Karen Daskas. "We help out customers create a wardrobe the



Tender, a fun place to shop

reflects their personality and lifestyle."

"In addition, we want the customers to have fun when they come in, and to have an exciting shopping experience in a comfortable atmosphere," said Daskas. "That is the way of the nineties."

To ensure that a visit to the store is always a pleasant one, *Tender* pays a great deal of attention to hiring the right employees. "The staff we have chosen is great, we are very close knit, so we have fun at the store, and the customer does too."

The business is also heavily involved in the community. "We believe in community involvement. In fact, we just finished chairing the benefit for the Pediatric Cancer Scholarship Fund at William Beaumont Hospital which raised over \$100,000," said Daskas. "And we're getting ready to host our annual Sweater Trade-In for charity."

Tender is located at 271 West Maple in downtown Birmingham and is open from 10 a.m. to 6 p.m. Monday through Saturday and until 9 p.m. on Thursday. The store can be reached at (810) 258-0212.

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