

MALLS & MAIN STREETS

Monday, Nov. 18, 1996

A10

SHOPPING CENTERED



Linda Ann Chomin

Faux fur fuels the coat trade

By LINDA ANN CHOMIN
SPECIAL WRITER

Fake fur outerwear is fast becoming this year's fashion best seller. Already on its second order of faux fur jackets and coats, Jacobson's at Laurel Park Place in Livonia is solving the wonderful retail "problem" of keeping the items on the racks.



Faux beaver: Paula Lishman sheared, knit beaver \$6,500; Bricker Tunis at Orchard Mall.

"Last year was the first big season for faux fur. Our biggest request is for the solid black and brown. They're cutting brown, a key fashion color, the new black this season," said department manager Julia Brim.

From parkas to full length dress coats, today's fake furs make a woman look stylish even when topping a pair of jeans. While St. John makes a black 3/4 length swing coat priced at \$1,050, most of the fake furs at Jacobson's cost between \$200 to \$300. Ultra Fur's full-length faux beaver coat at \$275 is affordable this.

"I think they're moderately priced, that's why they sell so well. A faux fur does not cost more than a regular winter coat," said Jacobson's spokesperson Peggy Tobo.

Warmth is one of the reasons Linda Mehnert of Plymouth was considering her second purchase of a fake fur at Jacobson's last week. She bought her first five years ago and found the deep pile wards off cold winter winds.

"A lot of people don't want to buy real fur. With the technology now, they look so great," Mehnert said.

In the last few years, manufacturers have become more responsive to consumer requests for fabulous-looking fake furs. They have developed new fabrics and weaving techniques allowing faux furs to be softer and lighter in weight.

"Flush as a teddy bear" is how Jacobson's pearl-colored stroller (\$480) looks and feels when wrapped around the body. Besides being fun, a green faux mink jacket by Tissavel (\$365) resembles the real article except for the color.

"They're so fashionable and easy to care for," said sales associate Hanna Yono. "And it makes a fabulous gift for Christmas - a husband to his wife, a mother to a daughter, a working woman to herself."

Today's sporty designs are one reason the younger set chooses fake furs. Animal print parkas and reversible mink fiber jackets offer versatility as well as practicality. On the racks at Lochmann's in Farmington Hills, customers will find two-button leopard bolero jackets by Maria Dionisiou for Olympia (\$99), shiny fake seal skin parkas (\$79) in black or brown, and reversible black acrylic fur/nylon and polyester strollers (\$169).

"These coats sell well because animal prints are so hot right now. And many of these coats are reversible as well," said associate manager Jane Corcoran.

At Hudson's Westland, a black parka fake fur with a hood lined in chevron by Style VI (\$225) is a glamorous way to add warmth to a Michigan winter day. In February when temperatures drop to 20 below with the wind chill, you'll be glad this number is yours.

The Cover-Up in West Bloomfield offers a four-button chocolate brown or black jacket, \$375 as well as a denim jacket with leopard collar, \$310, by Charta.

The real thing: Natural blackgama ranch mink with lynx trim \$15,000 at Bricker Tunis.

Deck the malls with memories



Holiday shopping season is here! Santa arrives this week mark the beginning of all the magic mink mix up for customers. This year many centers are rolling out new displays for kids of all ages.

By SUSAN DEMAGGIO
EDITOR

It's time to deck the halls of the shopping centers as Santa Claus prepares to touch down at most malls this weekend.

The magic of miniature Christmas villages is captured at the Oakland Mall in Troy with a Department 56 replica of the North Pole set up throughout the center. Santa is surrounded by a 26-foot Lookout Tower, complete with snowmen, elves, snow-laden evergreens. Special display cases around the mall feature exhibits of Department 56 miniature villages.

Shelley Darmetko, Oakland Mall's marketing director, said the idea behind the holiday decor is to "take adults back to the memories of the villages they played with as children, and create memories for their children."

"The malls holiday festivities are a gift to our customers to show our appreciation for their business and also make the holiday shopping experience as pleasant as possible," she said. In addition, Oakland Mall also plans a holiday story hour for children with pennies for admission to benefit Children's Hospital of Michigan; a drawing for a 5-day stay in a real Snow Village, Snow, Vermont; and a Gingerbread House Auction, Dec. 8-21 to benefit the Ronald McDonald House.

Here's a peek at the holiday plans at other malls:

• Fairlane Town Center, Dearborn presents "A Child's Dream Brought to Life." The skies of the mall will be filled with balloon gondolas laden with toys. Santa Claus visits begin Nov. 23. First 5,000 shoppers on Nov. 29 get a Fairlane Fanny Pack filled with treasures. Friday/Saturday evening concerts. Free hot parking daily 6 p.m. to closing.

• Laurel Park Place, Livonia, fills shoppers' cars with "The Sounds of the

Season." Strolling carolers serenade shoppers every week from 1-4 p.m. and the Livonia Civic Chorus performs at 7:30 p.m. on Dec. 11. Santa strolls into the mall 1 p.m. on Nov. 24. Laurel Park again participates in the Angels Hospice Light Up A Life campaign. Donations can be made in memory of a loved one.

• Livonia Mall pulls out all the stops with "Santa's Spectacular Reindeer." Giant plush reindeer are featured throughout the center. Santa mans his giant 14-foot sleigh beginning Nov. 23. Annual Mall/Chamber parade kicks off 9 a.m. at Six Mile and Middlebelt Rds. bringing Santa Claus to the mall. Complimentary hot chocolate follows. Concerts/horuses through the season.

• Northland Center, Southfield, guests can "Journey to the NorthStar." The mall's decor centers around figures from "The Boy and the Bear," ceilings/skylights draped with stars and lights. Giant 12-foot snow globe. Santa Claus visits from Nov. 18 with a free, original storybook for kids. FOCUS: HOPE wraps gifts Nov. 29 to Dec. 24. Holly-Jolly trolley shuttle Dec. 2-23 to area businesses.

• Somerset Collection, Troy, hosts "The Giving Season" with the Grand Court in the new North-end hosting the centerpiece, a three-story Medieval-style castle. A tale about the mythical kingdom was penned by Franklin

author/illustrator Matt Faulkner. In author/illustrator Matt Faulkner, marionettes perform the tale. Life-size costumed characters are suspended from the ceiling throughout the mall.

• Tel-Twelve Mall, Southfield, takes shoppers across the globe with the theme "Holidays Around the World." Displays feature 47 animated figures from the seven continents of the world, sharing their holiday traditions. School groups can tour the exhibit with Mother Universe offering a 20-minute program. Santa Claus arrives 1 p.m. on Nov. 23.



PHOTO BY JERRY ZIMMAY

Ho Ho Ho: Santa takes off from his castle at Oakland Mall.

• Twelve Oaks, Novi, presents its award-winning "Crystal Forest" complete with life-size replicas of giraffes, lions and bears. Santa arrives Nov. 23 at noon via theatrical performance and puppet show to stay at his wood side cottage.

• Westland Center insists "We Need A Little Christmas" so Santa Claus arrives 11 a.m., Nov. 23 with the Mopie Bears. Shoppers can help the needy during the Share the Warmth program, co-sponsored by the Salvation Army. For each \$150 spent in the mall, a blanket will be donated to a local shelter in the shopper's

name. Concerts through December.

• Wonderland Mall, Livonia, celebrates a "Merry Krismouse." Santa Claus visits... from Nov. 18. Holiday train rides. To... benefit the Metro Detroit YMCA, shoppers can drop off new toys, non-perishable food donations and children's clothing at several mall stations. Special events include Q Crew broadcast, pet photos with Santa, Black Nativity performances, Girl Scout gift wrap for community helpers.

• Sally Zito, special writer, contributed to this wrapup.

Elsa Klensch paints rosy picture of spring

By SUSAN DEMAGGIO
EDITOR

Fresh from the runways of Paris with the first report on spring '97, CNN's style editor Elsa Klensch told an audience at Nordstrom that



Elsa Klensch

"designers have reached a turning point in fashion."

Speaking at a breakfast/fashion show on the store's third level last Saturday, Klensch said that the new materials and designs provide women with clothing choices that "allow you to see all the possibilities in yourself."

"These designs will reveal the other, more womanly, side of you," she insisted. "Lots of choices in colors and prints. Lots of different skirt lengths to offer options for women with different lifestyles."

Klensch christened spring designs "odgy" and predicted asymmetrical necklines and helmets would be the rage - "it's a look that's modern, new."

She said the line between day and evening wear is erased for spring. "Daytime and After Five clothes are one and the same for a full expression of this concept."

Klensch said she started out in journalism wanting to "cover wars, an hard news" but found it hard for a woman to break into the profession. "So I gradually drifted into feature reporting."

Marriage to an American brought her to New York and by chance she

ended up with a job at Women's Wear Daily.

"I've discovered that fashion is a very big industry," she said. "It's not fluff. It's full of very creative, hard-working people, very dedicated to their profession."

Klensch named Bill Blass, Sonia Rykiel and Donna Karan as the fashion folk she most admires. She concluded that department stores need not worry about losing customers to home shopping shows on television.

"I can't see buying clothes from a TV screen," she insisted. "The color reproduction is a long way from accurate and a person really needs to feel the fabric and try the garment on before buying."

Her spring forecast:

- Brown continues as the new black; other strong colors include pastels, earthtones, navy, Chinese lacquer red
- Prints make a big comeback
- The pant suit is dominant, but with smaller shoulders and narrow slacks for a young, feminine look
- Knits are important; the cardigan replaces the jacket
- Shoes include wedges, platform, high heels; the square toe,

chunk heels will still be around for a young look

- Silhouettes remain long and lean; slim pants, longer jackets
- Clothes will hug the body, fashion is fitted

Katharine Keoble of Bloomfield Hills and Alexis Frazier of Milford agreed that Klensch was worth the rush to the mall on a Saturday morning. But their strongest praise was saved for the fashion show that followed.

"The clothing was so colorful, such fresh designs. The opera gowns were stunning," Frazier opined. "Nordstrom has such wonderful fashions."

Keoble added, "I just had to see the show, I worship at the shrine of Nordstrom."



MONDAY, NOV. 18

Special events week
Hudson's celebrates its Lakeside store remodel with a week of events to introduce shoppers to all the changes.

- Today, noon to 4 p.m. Accessories Fair, Coach bags presentation, Kids' Story Series (teach day) noon to 12:30 p.m. in Children's Dept.
- On Nov. 19: Children's Holiday Fashion Show 7 p.m. Holiday decorating seminar noon-1:30 p.m.
- On Nov. 20: Women's holiday fashions at noon in Social Dresses; Workday Casual Fashion Show at 7 p.m.
- On Nov. 21: Men's fashion show noon to 5 p.m. Holiday cooking workshop with Chef Chuck Sansone 1-2 p.m. Tying the Knot seminar Men's Accessories 3-7 p.m. Workday Casual Seminar for men 7 p.m. Le Beaujolais Nouveau wine arrives today in Marketplace.
- On Nov. 22: Thanksgiving Day wine seminar 6-8 p.m. Marketplace
- On Nov. 23: Sesame Street and Fire Safety with milk and cookies 8:30 a.m. and 10 a.m. Reservations required. (810) 443-6262.

THURSDAY, NOV. 21
Zelda Trunk Show
See the Zelda spring collection of suits, dresses and separates in micro fibers and rayon, regular store hours, through Nov. 23 at Hershey's. Clothes

FRIDAY, NOV. 22
Holiday Tables
View 20 holiday-designed tables by local celebrities presented with period fashions. 10 a.m. to 4 p.m. through Nov. 24. Admission \$10 to benefit preservation of Cranbrook House. 380 Lone Pine, Bloomfield Hills. (610) 646-3147.

Skiers visit
Meet downhill racer/TV commentator Andy Mill on behalf of Fila, noon to 1 p.m. at Hershey's Oakland Mall. 3-4 p.m. at Lakeside in Sterling Heights. Women's Ski Zone. 14 Mile/John R. Troy. (810) 697-2200.

SAUNDERS, NOV. 23
Santa visits
Check the story above for the dates and times

ADDED ATTRACTIONS

informally modeled at Stage & Co. Restaurant. The Boardwalk, Orchard Lake/Maple. West Bloomfield. (810) 626-7776.

Holiday Open House
Specialty shops, Apple Tree Room and Escapades, welcome gift seekers with refreshments and 10-percent off sale (Apple Tree). 32749 Franklin, Franklin Village. (810) 855-5368.

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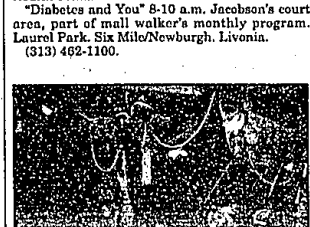
SAUNDERS, NOV. 23
Santa visits
Check the story above for the dates and times

of Santa's arrival at your favorite shopping center. Today is the big day at most malls.

Zuzu Appearance
Kerolyn Grimes, aka Zuzu Enlow in the 1946 holiday film, "It's A Wonderful Life," signs copies of her book 1-5 p.m. at Decades. Also Nov. 23. 100 W. 4th St. Royal Oak. (810) 546-9289.

Health seminar
"Diabetes and You" 8-10 a.m. Jacobson's court area, part of mall walker's monthly program. Laurel Park. Six Mile/Newburgh, Livonia. (313) 492-1100.

MONDAY, NOV. 25
Holiday exhibit: Don't miss Wind in the Willows at Summit Place, Waterford.



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