

COMMUNITY LIFE

JANUARY 9, 1997

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Trend spotter makes '97 picks

■ A salon products distributor in Farmington Hills predicts what's hot for the new year.

BY ETHEL SIMMONS
STAFF WRITER



Larry Gaynor has a vision for 1997. He sees red hair, purple clothes and steak.

Gaynor, president and CEO of the largest national distributor of professional salon products, makes it his business to spot the newest trends.

He has gone on record with his vision of how we will be dressing, drinking, smoking and relaxing this year. From his office at Nailco Salon Marketplace in Farmington Hills, Gaynor explained: "Our market is phenomenal. We're always talking to our customers to find out what their needs are. We are sellers of color, nail color and hair color and style."

Gaynor said many of the trends start with Paris fashion shows, which influence the clothes and the hairstyles we will be wearing for the coming season. New York fashion shows continue the influence.

Besides attending trade shows and getting special newsletters, Gaynor gathers his information by talking with gurus within our industry as well. A lot of it comes just from a feel."

And he readily admits, "I'm an avid supporter of Faith Popcorn, who is probably the best known individual who makes a living just passing along to American business what she learns about what's coming."

"A lot of those trends are especially about the baby boomer generation," said Gaynor, who is 41. He sees what is going on in cities as a big incentive for how many boomers



- Steakhouses
- Quickie spa visits
- Cigars
- Martinis
- Champagne
- Purple fashions
- Red hair

TAMMIE OLAVEN/STAFF ARTIST

want to live.

"The baby boomer generation travels. We're going to Paris for the weekend," he said.

Steakhouses, such as the Outback in West Bloomfield and the LoneStar in Farmington Hills, are also mak-

ing a comeback.

And malls are becoming like mini cities.

"Look at Somerset North in Troy. That's like a big city mall," he said. "There are three spas there, at Hudsons, Nordstrom and Heidis."

Quickie visits to spas, such as Tamaras bustling spa on Northwestern Highway in Farmington Hills, at lunch or between meetings, is one of the trends Gaynor says is growing.

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NICK SPICER

Way back when, basic education was plenty good

I gained knowledge when I was educated in school, and I have always lived within and built upon that initial basic acquisition.

We had two schools, side by side, each of blackened red brick, three floors high, each with worn wooden common stairs, and built around 1890.

The classrooms totaled 18 or 20, although there was a music room in one and an art room in another. The library and offices of administration stretched over the entire half of the top floor of the high school. The administration consisted of a superintendent (there were several one room schoolhouses for the early grades), two principals, a bookkeeper and a secretary. The librarian was a volunteer. Nearby was a separate brick building for the combination of gymnasium auditorium, with a separate kitchen, cafeteria and shop, in which every boy learned carpentry.

There were no ball point pens. We wrote and learned to write with metal quills we placed within wooden stubs surrounded by a strip of rubber or cork for our fingers. Every three words, we dipped the quill into the separate container of liquid ink we each had recessed within our desks. Penmanship was a practiced art. We had no computers, no xerox, although I recall the pungent smell of primitive mimeography, no fax, voice mail, answering machines or pagers. Television had not yet appeared in our homes. We knew nothing of buzz words, used no

See EDUCATION, B2

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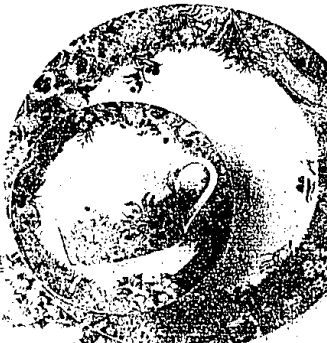
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