

MALLS & MAINSTREETS

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B3

SHOPPING CENTERED



Linda Ann Chomlin

Euro-style facials are salon's trade

BY LINDA ANN CHOMLIN
SPECIAL WRITER

Mary Glanz credits her "honesty is the best policy" philosophy as the reason she's been in business for 30 years.

The Mary Glanz European Facial & Cosmetic Salon (offering facials, body massage, waxing, manicures and pedicures) has occupied the second floor of the same historic building on Pierce in Birmingham since Feb. 1, 1967.

Born in Transylvania and trained in beauty and skin care in Europe, Glanz immigrated to America from Romania in 1955. Her business success story began at once.

"I had just come to America and was learning to drive when I got lost and ended up in Birmingham. I fell in love with the town because Birmingham looked like Europe with people walking on the streets and the small shops," said Glanz, of Hungarian descent.

A pioneer in the salon business, Glanz was the first in Birmingham to introduce facials, waxing treatments including the bikini wax, and permanent makeup for eyes and lips. During the last three decades, the West Bloomfield resident witnessed tremendous changes in the salon and beauty industry.

"It's gone from fur coats to casual looks, from false eyelashes to a more natural appearance, but the people are the same. I have second, third and fourth generation customers."

In the early years, clients included the wives of corporate executives and actresses starring in shows at the Birmingham Theatre.

Today, working women comprise a sizable portion of Glanz's clientele, and 30 percent are men seeking facials and body massages.

"When I started, it was the rage to put eyelashes in one by one. But I was honest with clients and refused to do it because when they start falling off, your real ones come along with it. Honesty is very important if you want to stay in business and I never think of retiring."

Glanz creates individually-blended face creams using natural products with no preservatives. The newly-blended recipes are kept on file and dated for each client for future reference. Another unique service Glanz provides is waterproof camouflage makeup which allows clients with birthmarks, burn scars or excessive freckles to cover skin defects on the face and even capillaries on the legs.

Kathy Persha of Birmingham has come to the salon for facials and manicures for the last 15 years. She and friend Peg Huang of Huntington Woods were treating themselves to pedicures.

"I come because the people are warm and friendly and it's nice to be pampered once in a while," said Persha.

"They make me feel special," added Huang. Glanz has trained more than 100 facialists who presently own salons around the country and in Montreal. Passing on knowledge is important to her. She frequently speaks to groups, armed with slides of the beauties found in portraits at the Detroit Institute of Arts.

"Women during the Renaissance knew nothing about vitamins and minerals. They put raw meat on their faces at night because the living organisms made their skin beautiful."

"Thirty years ago people wanted cream that was nice and heavy. But today we know that everybody's skin is different. Winter and summer skin care is different. It's always changing."

Glanz relaxes by gardening and taking pottery classes.

She welcomes inquiries at (810) 642-6787.



Mixing 'n' matching: Mary Glanz in her Birmingham Salon.



BY BARB PERT TEMPLETON
SPECIAL WRITER

The next time you're wandering through the mall admiring the decor - be it an unusual vase or a table set for four - rest assured filling that space took thousands of frequent-flying miles.

"All of the individual pieces like frames, desks and pictures around the stores are collected from around the world by our visual display team," said Chris Morrisroe, Hudson's visual display team.

Hudson's visual director travels the globe picking up pieces that catch his eye, particularly when there is a renovation or new store about to open, explained Ray Boley, visual presentation chief for Hudson's stores.

"We go to lots of visual display markets in New York and it's interesting and always changing," said Boley. "At one time the displays had disco themes. Another time we found everything done in pink. Now it's much more casual and not as costly."

Marking his 26th year with Hudson's, Boley said each store display design is set-up based on the lifestyle image being projected. The trend may be towards a contemporary or traditional look.

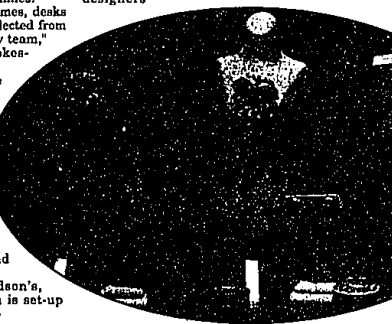
"Our displays always center around the merchandising themes as well as trends," added Morrisroe. "Like at our Somerset North store, things are real elegant with lots of marbles and woods. We wanted decor for that store to reflect that image."

Other metro-Detroit Hudson's stores see the Casual Contemporary Look as the trend of the moment. Boley and staff are working hard to bring that feeling to displays in different parts of the stores.

"Right now we are doing an unusual display in our furniture area that's going to have a contemporary look that is cleaner and more relaxed. It has a loft to show simple living because so many of our guests' lives are on the run today. It's fun to do and there are a lot of repetitive accessories unlike traditional displays that have a lot of different accessories that require lots of dusting and cleaning."



Do I know you? Today's ideal mannequin doesn't detract from the merchandise.



STAFF PHOTO BY JERRY ZOLNATY

Propped up: Felt-covered torsos show off Jacobson's brooches.

Eying the runways

Preparing a look that will draw customer's eyes has display designers at Nordstrom scanning fashion runways in both Europe and New York.

"Our displays always start with fashion and designers

pull their story boards from there," said Joann Holder, the company's Midwest display director. "We get a basic feel for where fashion is headed. We select the colors and then a designer comes in and puts it all on paper and turns it into a cohesive story."

A display layout for this spring at Nordstrom features a nature theme complete with fresh flowers, stone arches, and oversized leaves.

"We really see displays as an endorsement of our great merchandise. They are not meant to overshadow the merchandise," said Holder.

Noting that Nordstrom showcases many unique items in all of their stores, Holder said there is a specific distinction between merchandise displays and decorative displays.

Small tables or chairs and couches set-up in various areas of the store are considered merchandise pieces that will stay put in definitely.

Decorative items are things that are in the store for a specific promotion. For example, benches will line store ledges this spring to promote the Back to Nature Look, but they will come down and go into storage once summer hits.

"Over the holidays we like to have the decorative displays all over the store say something wonderful and festive is going on," she said. "We always have real Christmas trees because that's a Nordstrom tradition. You can't beat the shape and smell of a real tree."

Every once in awhile between the day to day decor and the seasonal display, Nordstrom will land a design that really captures the imagination of the public. Holder, who has been with Nordstrom for 20 years, said the biggest hit

with customers was a spring promotion called "Out of the Blue" at the Nordstrom in Chicago. "We had this shimmering blue fabric hanging all over the ceiling like waves, and in between the waves we had fiberglass dolphins. It really looked like they were swimming up there," laughed Holder. "It became the talk of the town."

A clean look

"Clear, crisp and graphic without a lot of propping."

That's the way Jacobson's likes to host its displays, according to visual merchandiser Janice Cecil.

A seven-year veteran of the decor game at Jacobson's, Cecil said the visuals are changed every two weeks and most props are limited to use in window displays.

"Wire pieces are really big now.

We have wire chairs as props around the store," said Cecil. "But we can't let decor props overshadow the merchandise."

Slip covers are another big trend sweeping the display market. Jacobson's uses them on their torso-shaped costumes that reveal the latest fashions. They also slipped bright silk slip covers onto cone-shaped Christmas trees and the when the lights shone up through the silk, shoppers were treated to a unique and beautiful holiday scene, said Cecil.

"My experience is that the customer needs to have merchandise presented in a total package," she said. "Like in our home department, we have a dining table with linens, the place setting, and character rugs because we want to create a total lifestyle look," said Cecil. "And we really romance it so shoppers can see pieces and not wonder what type of accessories they will need to go along with it."

Any 'body' can be a mannequin

BY BARB PERT TEMPLETON
SPECIAL WRITER

Having life-size mannequins with petite frames and expressive faces clamoring for attention used to be the norm around area department stores - not anymore.

Today mannequins are not only used less as design tools, but they also sport looks that are meant to blend into the background so the merchandise can shine.

"The mannequins are definitely not as important to the display areas as they were in the past," said Janice Cecil, Jacobson's visual merchandiser. "Many of our 'costumes' which are often used instead of mannequins, are headless and androgynous."

"Right now the mannequins have a whole new attitude," agreed Chris Morrisroe of Hudson's. "In the past they were designed to look like a real person but today the faces aren't really there, they have an abstract look. Shoes are built right onto the mannequin and most don't have a hair color."

Despite the fresh approach, having the right mannequin to accent a theme in a particular area of the store is still an important part of creating an attractive visual experience for the customers, said Morrisroe.

"We choose our mannequins from catalogs. For example, when we did a workday casual display, we had the mannequins designed just for that," said Morrisroe. "Even though they had red and blue hair to go with the fashion trend or theme, we wanted the faces to represent people in general. They look like anybody."

In the past, designers only used mannequins in sizes six or eight. Now they have them ready in all sizes - from petite to full figure models.

"I even think having a size eight was pushing it as I remember trying to pin up many a waist to fit clothing onto a tiny size six mold," agreed Nordstrom visual director, Joanne Holder.

"Now mannequins are much more like a real person and are sometimes nicer to work with."

Ray Boley, Hudson's display chief,

said Ralph Pucci in New York designed an array of mannequins to use at the grand opening of the Somerset North store last August.

Down the mall at Nordstrom, all the mannequins that hit the sales floor are specially-ordered with custom faces and make-up to make them totally unique to the chain, said Holder.

"We work closely with the manufacturer on the poses we'd like," said Holder. "Dramatic poses, with wild arm gestures, used to be avant guard and desired, but now we have a more natural look which makes the clothes stand out not the mannequin."

Having their mannequins tout a more refined look isn't all Nordstrom strives for when ordering new models. They also like to have the plastic bodies offer a look of ethnic diversity to represent the varied backgrounds of shoppers.

"Mannequins are like a silent salesperson," Boley said. "With the right shoes, handbags, hoses and accessories, the customer looks at it and knows what they want to go with that outfit."

ADDED ATTRACTIONS

Livonia Mall. Seven Mile/Middlebelt.
(810) 476-1160.

Quilt Show/Benefit

Village Barn hosts more than 100 Amish and Mennonite quilts on exhibit for sale through Feb. 8. Free admission. Complimentary refreshments. Expert Gail Hurn available for questions. Wool quilts, pen and ink folk paintings, and wall hangings are special features of the 16th annual event, "Share The Warmth."

Owner Sandy Barr asks shoppers to bring a blanket to donate to the Salvation Army. In exchange, she'll put your name in a drawing for an original Amish wall hanging.

32760 Franklin, Downtown Franklin.
(810) 851-7877.

News of special events of interest to shoppers is included in this calendar. Send promotion information to: Malls & Mainstreets, c/o The Observer & Eccentric 805 East Maple, #8000; or fax (810) 644-1314. The deadline is Wednesday at 5 p.m. for publication on Monday.

MONDAY, FEB. 3

Cyberspace Safari

Explore the Internet and discover facts about dinosaurs through a program running until April. Co-sponsored by The Detroit Science Center and seven computer-related companies. Fees. Reservations suggested. School groups welcome. Near Service Merchandise entrance. Wonderland, Plymouth/Middlebelt, Livonia.
(313) 677-8400, ext. 417.

THURSDAY, FEB. 6

Craft Show

Sponsored by Raab Enterprises through Feb. 9. Browse amid floral designs, needle crafts, stained glass works, metal sculpture, toys and more for show and sale. Regular mall hours.

SATURDAY, FEB. 8

Bridal seminar

Jacobson's hosts afternoon for brides-to-be, noon to 4 p.m. with manufacturer representatives, wedding party fashions, etiquette seminar on table settings. Seating limited. Reservations required.

Laurel Park. Six Mile/Newburgh. Livonia.
(810) 591-7696.

Spring trunk show

Spring suits and separates by Garfield & Marks, plus hand-knit outfits and vintage handbags by Margaret O'Leary, through Feb. 11 from 10 a.m. daily.

Boardwalk. Orchard Lake/south of 15 Mile.
(810) 526-7776.

Winter carnival

Runs through Feb. 16 with illuminated ice sculptures around a 160-block ice sculpture. Shopping and dining, plus winter games for kids on Feb. 15-16 from Noon - 4 p.m. Olde World Canterbury Village.
1-75 Joliet exit. Lake Orion.
(810) 391-9882.