

# MALLS & MAINSTREETS

Sunday, July 27, 1997

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## SHOPPING CENTERED

### Don't give up on summer make-up

Last month I wrote about taking care of your skin during the summer. The other half of the equation is addressing your make-up needs.

There are a lot of women who let out a collective sigh and declare a mini-vacation for the entire summer. God bless them. Others continue their usual make-up routine regardless of the season. They've found a look and they are going to stick with it come hell or high water. The vast majority are in the middle.

The chances are that you are going to be in the sun at least some of the time. Hence, you will probably get a little to a lot of sun on your face. You will probably assume that one product you can put on hold for a while is foundation.

If you are going to wear any make-up at all, then this is an incorrect assumption. You still need to set up a barrier between your skin and the make-up to stop absorption. So, compromise and place the foundation where you are going to wear the make-up. For example under your blusher.

Make-up companies are constantly changing their color palettes, and usually bring out special summer offerings. Words like pearlized, shimmer, citrus, silver and gold hints are being bandied about at the moment. This may be great if you are very young, experimental or have a tendency towards the dramatic. For most of us back here on earth, the answer is more moderate. Look instead for neutrals, peaches, bronzes, maids.

Stick with translucent colors for the daytime. Save the drama for the night time. Ironically, to achieve a simple sheer finish, it can take a lot of work. This will test your skills working with good brushes and applicators. Instead of wearing a lot of make-up at night, try highlighting the eyes. It will bring attention to them and away from the rest of the face.

#### Lipstick lures

Women and their lipstick colors are always a contentious issue. We can all spot women who wear colors that are patently wrong. You can find them because the lipstick is the first thing that you notice. Some of you may be tired of the extra colors that came out last fall and winter, but don't be afraid to bring out the pastels, pinks, bright corals or extremes like white and black. Lighter lipsticks are out there with hints of color — in my line for example we have one called Barely There with just a touch of plum. The rule is not to go lighter with the lipstick the darker the skin becomes. Most women do not want to bring attention to their area, in order to avoid mistaking any lines or wrinkles around the mouth. Frosted lipsticks are especially to be avoided for they reflect light into areas better left subtle.

For those who don't want to go in the sun, but still want some bronzing, there are a number of good tanning lotions available. These are vastly improved over the old orange streaky results of years gone by. Nivea, Clarins, and Bain de Soleil all produce great results. More expensive products do not necessarily mean better coverage — a lesson that you should keep in mind with wrinkle softeners, and night creams.

Finally a couple of hints. Brown has become the "new black" according to some of the fashion magazines. If you confine your make-up to earth colors you may become too monochromatic and turn into a poster child for fudge popsicles.

Instead, introduce complementary shades — soft plums, taupes, wine and perhaps even a muted pink. If you are not wearing lipstick during the day, don't forget your Chapstick. Drying of the mouth can make application of lipstick more difficult later on. And, as I've said before, if nothing else, wear mascara. It will give you an alive, brighter line. And that is what summer is all about.

In closing, be wary of what the magazines tell you about how you should look. Do you look like the models they use? If not, what is right for you probably something entirely different.

#### Custom classes

This last statement leads me to my dates at the Townsend in Birmingham in September. These are private sessions where I do all of the work myself: make-up application, lesson, skin care instruction and hair advice.

The minimum purchase for a three hour session, which includes four other women, is \$125, which is applicable to any Jeffrey Bruce also-based products used on you that day. For those who prefer a salon atmosphere, I will be in Livonia, Grosse Pointe, Romeo, Ann Arbor, Lansing and Northville in September as well.

For more information, call 1-800-944-6568.

#### AMC Theater Firsts:

- 1963 The Twin Theater (two screens) debuts in Kansas City.
- 1981 Acoustic upholsters
- 1989 High impact theater system
- 1990 Frequent movie-goer program
- 1994 Digital sound
- 1995 Stadium seating
- 1996 Opened world's largest theater, 30-plex in California.

## Megaplex theaters spur sales

The film supply is increasing and the Age of the Megaplex is at hand. People want a new form of theater experience and retailers can cash-in on their Big Night Out.

By SUSAN DEMAGGIO  
EDITOR

The key to revitalizing both downtowns and aging malls is simple, just add a multiplex theater to the center.

That's the word from AMC Theaters' president Charles Stilley, in his keynote address to 450 retail developers at The Michigan Idea Exchange, July 17 at the Westin Hotel in Detroit.

Attendance at the annual meeting, sponsored by the Michigan Chapter of the International Council of Shopping Centers, was up from 409 in 1996, signaling things are "hot" in the metro-market, according to Linda Brown, state chairman of the public relations committee.

The big question of the day was: How to restore mall traffic?

Stilley said marketers should take a cue from lifestyles.

"Today's couples out for the night, have five hours of baby sitter time," he said. "They want to see a movie, get something to eat, do some shopping, browse through a bookstore. They're looking for themed retail/food environments. They save time and travel to all those destinations and under one roof."

He showed slides of the AMC Theaters megaplex at Century City, California where sales in the adjoining shopping center jumped from \$250/sq/ft to \$500/sq/ft per foot, following the opening of the remodeled theater. The mall's book stores and restaurants remain open until 1 a.m. to serve the movie crowds.

Stilley took his hat off to the new Star Theater megaplex in Southfield, calling it "a great example of where the industry is going."

He said last year Detroiters spent \$80 million going to films so AMC is hoping to build five multiplex theaters in the area. One is on the drawing board near Laurel Park Place in Livonia, the others he said "remain secret weapons."

Stilley recalled AMC's plans to build megaplexes in Detroit in the mid-80's.

"We came into town, mapped Detroit out, but we ran out of money," he sighed. "We made some mistakes. Lost this market to another group."

AMC Theaters (American Multi-Cinemas, Inc.) are the largest theater circuit in the world in terms of gross revenue, earning \$900-million in 1996, according to Stilley. United Artists follows. AMC is the biggest house for Disney films, and either number one or two, with the rest of the studios.

They have multiplex theaters in Japan, Portugal, Brazil, and Hong Kong and more are on the way.

**News of special events for shoppers is included in this calendar. Send information to: Malls & Mainstreets, c/o The Observer & Eccentric 805 East Maple, 46009; or fax (248) 644-1314. Deadline: Wednesday 5 p.m. for publication on Sunday.**

#### MONDAY, JULY 28

##### Car show

Mall hosts a Cruise-In for area car buffs and families 4:30-8:30 p.m. Discount dinner coupons for area restaurants available to cruisers. Dash plaques to the first 100 cars registered. People's Choice trophies in many categories.

Meadow Brook Village Mall.

Adams/Walton, Rochester Hills.

(248) 352-1370.

#### WEDNESDAY, JULY 30

##### Fash Bash

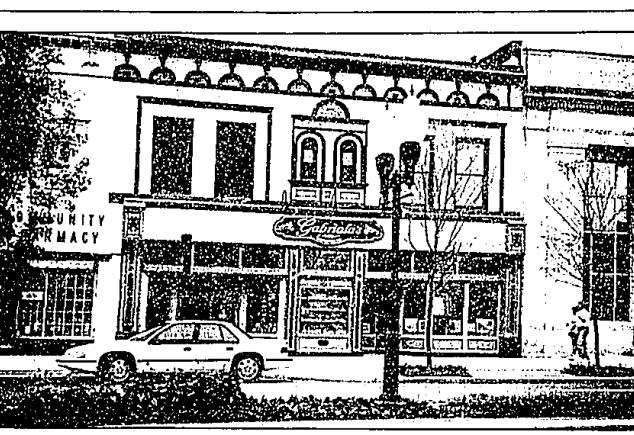
Hudson's and Founder's Junior Council of the DIA presents the 28th annual FASH BASH, the largest benefit for the Detroit Art Museum. Fun begins at 6 p.m. with pre- and post-parties at the State and Fox Theaters, a live auction of outstanding trips and products, plus the first look at the fall fashion season in an hour-long production beginning at 8 p.m. Tickets are \$150, \$55 and \$25.

Woodward Ave. Downtown Detroit.

Hotline (313) 833-6760.

##### Froo Kids movie

11 a.m. only. Free admission to the film "Shiloh" starring Rod Steiger and Michael Moriarty until the Livonia Mall Cinema is full. Rated PG. Runs 93 minutes.



Dandy destination: Shoppers like the small town charm of Gabriala's in Plymouth.

## Gabriala's: a Main Street success story

Gabriala's gift shop in Plymouth just celebrated five years on Main Street with an announcement that it's expanding.

Since relocating from a small store on Penniman in 1992, good things have happened to Gabriala's. Through an aggressive and committed direct mail marketing program, the store continues to grow.

"I remember how scary the risk was," said owner Larry Bird. "When we moved in on Main, there were only two businesses that had been in business for more than five years. Things weren't looking too good."

#### Joint efforts

Bird credits the Plymouth community and Downtown Development Authority for the town's retail turnaround.

Gabriala's market share in Plymouth has increased from 12 percent in 1992 to over 30 percent in

1997. Bird attributes this to his staff "They're the best!"

"I have six staff who are former corporate level employees with experience in administration, accounting, marketing, franchising and systems information systems."

Gabriala's has also won several awards since moving to Main Street — a national design award for the shop created by Jon Greenberg and Associates, Southfield; a 1995 Michigan Private 100 Company, named the 86th fastest growing company in Michigan; a 1996 proclamation by the City of Plymouth for being an "Ambassador of Plymouth."

#### Valuable statistics

During the five years on Main, Gabriala's has attained over \$5.5 million in sales, paid out over \$1 million in payroll, served more than 175,000 customers, added 2,200 square feet of administra-

tive, shipping and mailing space; increased the mailing list from 10,000 to over 38,000 customers, and completely automated their inventory and history of customer purchases.

"We're very happy on Main Street and in the Plymouth community. It's a great feeling to know that a small entrepreneur can start small and be successful in a small downtown," Bird said.

#### Onward and upward

What's next? Gabriala's will take on their sixth expansion to be completed by late summer, adding 1,000 more square feet of retail space in the new lower level, "Gabriala's Hidden Secret for the Home."

The store's best selling items include Yankee candles, hand therapy products, Cat's Meow buildings and Lang calendars and paper products.

— Susan DeMaggio

## Developers bemoan growth issues

BY SUSAN DEMAGGIO  
EDITOR

Sophisticated homeowners' organizations make it tough to be a developer these days, agreed a panel of experts at The Michigan Idea Exchange.

Leading a roundtable discussion on "New Trends in Shopping Center Architecture," Tom Litzler of Farmer Jack/A&P, William Hiotaky of The Taubman Co., and James Ryan of JPR Architects/Peterhanens Design, advised developers to take a common sense approach to their plans and make sure their structures "fit in with what's already there."

"You may have to relax your prototype," Litzler said. "And put in landscaped islands to break up that 'Sea of Asphalt' known as the parking lot."

He pointed out that even small towns now employ traffic consultants, planning consultants and wetlands consultants who make zoning site plan approvals more complicated than ever before.

Litzler said homeowners concerned about noise and aesthetics, demand screen walls, walls around delivery areas, and restrictions on delivery days and times. They want stores with shingled roofs not the standard metal. They want brick buildings with low heights.

"Some groups have lawyers living in their subdivisions; these guys know how to stop a deal," Hiotaky said. "You may even have to sue to get a piece of ground."

Ryan said strip centers especially, need to fight "architectural sameness." They need to "blend" not clash with the surrounding neighborhoods — even if it means reworking universal designs that save money need to be reworked.

#### The outsourcing trend

The next discussion turned to corporate out-sourcing.

National retailers faced with the task of opening 100-plus stores across the country each year, now use third party brokers, construction managers, and local tax attorneys to do the jobs they used to do in-house.

Art Kainz of OfficeMax and James Kilberg of The Pep Boys relayed their experiences with out-sourcing, concluding it's not a fad of the moment, but a trend that's here to stay as companies look to global futures.

Discussion chair, Jim Stokas of CB Commercial Real Estate Services, Inc., advised local entrepreneurs cashing-in on the out-sourcing phenomenon, not to put their feet in front of the deal, go all out to service clients, and "Be willing to negotiate your fee for each contract."

## ADDED ATTRACTIONS

#### Seven Mile/Middlebelt, Livonia.

(248) 476-1160.

#### Children's musicals

Giggle Gang returns with a Henry K. Martin Co. of Birmingham musical, Wednesdays through Aug. 6. Peanut Butter Jamboree takes center stage today 1 and 6 p.m. Come early for the best seats. Free program.

Oakland Mall, 14 Mile/John R. Troy.

(248) 656-6000, ext. 4.

#### THURSDAY, JULY 31

##### Concert Series/Jazz Festival

Bring a picnic supper, lawn chairs or a blanket to enjoy a free concert by The Fiddlers Philharmonic of Saline High School. 7:30 p.m.

Shain Park, Bates/Townsend, Birmingham.

(248) 433-5550.

##### Travel talk

Eastern Mountain Sports hosts 2 p.m. tasting of pre-packaged camper delights, plus advice on camp menus.

Somerset Collection North, Big Beaver/Coolidge, Troy.

(248) 816-4274.

#### FRIDAY, AUG. 1

##### Summer Family Series

Birmingham's Principal Shopping District hosts Puppetry, mime and storytelling by Irish Folklore with Pat Judd and Jim Perkins. 6:30 p.m.

p.m. Free for families on the steps of city hall.

Martin/Pierce, Downtown Birmingham.

(248) 433-3550.

#### Evening Concerts

The Willie George Band performs beginning at 7:30 p.m. under the Gazebo.

Grand River/Farmington.

(248) 473-7283.

#### Outdoor concert

Buddy Budion and Ursula Walker perform 6:45-10:45 p.m. Free in Kellogg Park. Sponsored by Plymouth Downtown Development Authority.

Ann Arbor Trail/Main, Plymouth.

(248) 416-4278.

#### SATURDAY, AUG. 2

**Family fun** "Magic Shoes" featuring Zeemo, J.R. McAtee and "Au the Only," plus Fun Flicks visits so you can star in your own music video. Call the center for times and locations.

Midgate, M-59/Schoonherr.

Stein's Heists.

1-800-334-LKSD.

12 Mile/Novi Roads, Novi.

(248) 348-0438.

#### Farmers' Markets

Both downtown Plymouth and Farmington offer fresh produce, bakery goods, flowers and herbs, plus much more through Oct. 25. Hot coffee and cold lemonade in Plymouth's gathering across from Kellogg Park. Ann Arbor Trail/Main. (313) 453-1540.

Farmington, Grand River/east of Farmington.

(248) 473-7283.