

MALLS & MAINSTREETS

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B4



Summer drinks make memories

Remember when you were a kid, how there was always one house on the block where all the kids played? And how, in the summer, you'd all have red, purple, or orange mustaches, from drinking your favorite thirst quencher?

When I think of summertime drinks, that's what I think of: Faygo pop and Kool-Aid. They're the first things that come to my mind, because they're the things my friends and I drank as kids, when summer was SUMMER and fall seemed so far away. Other soft drinks have come and gone over the years, but those two have stood the test of time.

Faygo, for example, is celebrating its 90th anniversary this year. The company was founded by the Folger family in Detroit in 1907, and it's been owned by the National Beverage Corporation since 1986. I got this history from Faygo president Stan Sheridan when I interviewed him by phone recently.

To celebrate the anniversary, Faygo is doing several things.

- A mystery-shopper campaign will reach Detroit-area grocery stores by the end of September. When a Faygo mystery shopper sees someone in a grocery check-out line with a bottle of Faygo in his or her cart, the mystery shopper will pay for all of the groceries in that cart, up to \$90.

- A contest for retailers will present prizes to the five that have the best Faygo displays.
- A new 30-second commercial, airing this summer in Jackson, Lansing and other states, features snippets of old Faygo commercials, including the memorable "Bot Song" ads that ran in the 1970s. Recall the commercials that featured a riverboat and a barber-shop singer who crooned, "Remember when you were a kid, well part of you still is, and that's why we make Faygo..."

If the new commercial airs here, it probably will be in September, Sheridan said. Faygo's share of the Detroit-area soft drink market is about 12 percent.

The company's main bottling plant remains in Detroit. Products from that plant are shipped to stores throughout Michigan, Ohio, Indiana, western Pennsylvania, southeast Wisconsin, southeast New York and part of Ontario. A few other National Beverage Corporation plants in other states make a relatively small amount of Faygo products for distribution elsewhere.

Faygo currently has more than 60 soft drink and sparkling water flavors (including carbonated, non-carbonated, regular and diet beverages). This spring, it added two new, non-carbonated drinks: Ohana Lemonade and Ohana Orange. Ohana means "family" in Hawaiian.

The lemonade "has been the biggest surprise we've ever seen," he said. "We can't keep it in stock, it's that popular."

In fact, it's giving Red Pop, which has traditionally been Faygo's most popular product, a good run for its money, Sheridan said. If you're having trouble finding a particular Faygo product, try Farmer Jack and Meijer stores. They tend to have the widest selections of Faygo drinks according to Sheridan. More information about Faygo can be found on the National Beverage Corporation's web site at: www.nationalbeverage.com/products/faygo.html.

Many sites on the internet are devoted to Kool-Aid. The official one, however, is part of the Kraft Foods web site at: www.kraftfoods.com. While the Kraft site is pretty cool, the Kool-Aid pages are short on the brand's history and long on promotional information for Kool-Aid's three new flavors, Grape Berry Splash, Soarin' Strawberry Lemonade and Roarin' Raspberry-Cranberry.

For more information about Kool-Aid's history, and just about everything else you've ever wanted to know about the drink that's supposed to be served by the mom at the house where all the kids play (according to the commercials I drank up as a child), try the following unofficial web site: www.cs.ruu.nl/wais/html/nadiz/food/kool-aid-faq.html.

That's where I learned how to get rid of Kool-Aid (and Faygo) mustaches. Toothpaste on a washcloth. It's supposed to work every time.

For information on soft drinks in general, including who makes what, check out the National Soft Drink Association's web site at www.nsdna.org.

SHOPPING CENTERED

DONNA MULCAHY



All that glitters: Metallic gold snow fell gently from above while evening gowns were promenaded across the stage at The Fash Bash Wednesday night at the Fox Theatre.



Kudos: (Above) Nautica designer David Chu takes a bow after his collection debuts. (Left) The layered look comes through for the town or country.



Fash Bash '97

Guests enjoy their first look at fall



The fall shopping season begins with Hudson's presentation of Fash Bash, unveiling what's in store for customers. This year, *Fashion Takes Off*, was a very practical guide to an urban wardrobe, but the real show was in the crowd.

BY SUSAN DEMAGGIO
EDITOR

Fash Bash '97 called on Mother Earth and New Age wisdoms to inspire all the beautiful people in the art-loving fashion crowd last Wednesday night at the Fox Theatre in Detroit.

But most agreed that though the show was thoroughly entertaining, they were not intrigued by the (big yaaawn) fashions that Hudson's selected for the show.

Fash Bash, now in its 28th year, is the town's first look at the new fall season, presented by Hudson's in an hour-long theatrical celebration complete with lights, music, special effects and entertaining surprises. It doubles as the annual fund-raiser for the Detroit Institute of Arts, chaired by members of the Founders Junior Council.

"The technology and special effects used in the show kept it upbeat, moving right along. But, by comparison, I thought the clothes were pretty boring," said Christy Henriks of Milford. "I didn't see any real changes from last year."

Her friend, Billie Barkman of Livonia, said the best fashions were the evening gowns presented for the finale — "gorgeous gowns," she quipped.

A local fashion director who begged anonymity because she works with many of the designers featured in the show, shook her head and sighed. "The real show was outside the theater, people-watching to see what everyone else wore. The fashion inside was not too exciting."

In a departure from shows past, "Fashion Takes Off" was presented in segments that showcased individual collections from Nautica, Tommy Hilfinger, Dana Buchman, BCBG, Gene Meyer, Greg Norman and Ellen Tracy. A bigger collection of menswear made it to the stage, too, this year.

The acts were punctuated by thoughtful performances by the Red Drum Woman Singers celebrating Native American culture; Apogee, dancers who spring from a trampoline to create striking visual displays; a Tai Chi class; and The Heart of the Beast Puppet Theatre with their haunting, larger-than-life puppets.

The audience donned 3-D eye glasses for the video transitions throughout the show. The models' movements were telecast behind them on multiple screens serving as high-tech backdrops.

Designers David Chu and Gene Meyer made guest appearances.

Co-chairs Gary Marciano and Antonia McLemore opened the show by announcing that their goal was reached — \$600,000 was raised for the DIA from both ticket sales and the pre-show auction.

Sisters Kristin and Laurie Hart of Farmington moving through the crowd after the show, termed it, fabulous. "This was my first Fash Bash," said Laurie, pointing to Kristin. "She invited me. It was great fun. We're already planning on attending next year. Did you see the person dressed as a lettuce? And the woman dressed as a sandwich? It's a fantastic show inside the theater and out."

The boys of summer: The Greg Norman collection at Hudson's offers golfers a new look and an attitude to match. It's a far cry from those traditional plaid slacks and "ugly golf shirts."

PHOTOS BY JERRY ZOLYNSKY

Fash Bash Trends

For women

- Plush fabrics (velour, chenille, velvet and corduroy)
- Stretchy pants. Spandex is key in slim and boot-cut pants with side or front zippers.
- Striped sweaters
- Shoes (chunk heels, loafers, tailored boots)
- Chiffon neck scarves
- Leather separates

For men

- Wide leg pants
- Plush fabrics
- Microfiber jackets
- Corduroy pants
- Striped sweaters
- Rich-hued dress shirts
- Bold-colored ties

ADDED ATTRACTIONS

stage 1 and 6 p.m. Come early for the best seats. Free program.
Oakland Mall, 14 Mile/John R. Troy.
(248) 586-6000, ext. 4.

THURSDAY, AUG. 7
Concert Series/Jazz Festival
Bring a picnic supper, lawn chairs or a blanket to enjoy a free concert by Air Margaritaville with Michael Fedorka, 7:30 p.m.
Shain Park, Bates/Townsend, Birmingham.
(248) 433-3550.

FRIDAY, AUG. 8
Summer Family Series
Birmingham's Principal Shopping District hosts "Bundle in the Jungle" with Janet Marie & m'Archibald, 6:30 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
Jazz power trio Schunk, Starr and Dryden perform 6:45-10:45 p.m. Free in Kallogg Park. Sponsored by Plymouth Downtown Development Authority.
Ann Arbor Trail/Main, Plymouth.
(313) 416-4278.

Westchester Weekend
Mini mall in downtown hosts bead trunk show, craft and food demonstrations, fashion shows, "Naturally" offers class in making bent willow furniture. Many other special events through Aug. 10.
550 Forest Ave. Plymouth.
(313) 453-9491.

Old in the Park
Ole World Canterbury Village hosts 4th annual juried fine art fair through Aug. 10. There are many beautiful boutiques and places to eat in the village. Fine craft, holiday stores.
Off I-75, exit #83, North Joslyn, Lake Orion.
(248) 391-5700.

SATURDAY, AUG. 9
Farmer's 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, Farmington. Grand River/east of Farmington.
(248) 473-7283.

SUNDAY, AUG. 10
Artisan visits
Lighthouse collectors meet Bill Younger, founder of Harbor Lights at the Card and Gift Center Hallmark Shop, 1-3 p.m. He'll sign pieces and share the story behind the product. Edgartown, a special event piece will be available today only.
Oakland Mall, 14 Mile/John R. Troy.
(248) 588-6710.s

News of special events for shoppers is included in this calendar. Send information to: Malls & Mainstreets, c/o The Observer & Eclectic 605 East Maple, 48009; or fax (248) 644-1314. Deadline: Wednesday 5 p.m. for publication on Sunday.

SUNDAY, AUG. 3
Arthur visits
The Children's Department at local Hudson's stores host Arthur from the popular PBS children's series, with advice on getting a great start in school for first-time parents. Activities include school safety presentations and projects. Noon.
Aug. 4 at Lakeside; Aug. 6 at Oakland Mall; Aug. 7 at Westland Center; Aug. 8 at Summit Place; Aug. 8 at Fairlane Town Center.
Twelve Oaks, 12 Mile/Novi. Novi.
(248) 344-8800.

MONDAY, AUG. 4
Senior Citizens dance
Enjoy music, dancing and refreshments from 11 a.m. to 2 p.m. in the lower level Community Room. Free event. Newcomers are welcome.
Westland Center, Wayne/Warren.
(313) 425-6001.

TUESDAY, AUG. 5
Safety Program
Kroger has free child ID kits, a question/answer session with local police, fire truck tours for kids, 5-9:30 p.m.
Kroger, Telegraph/West Chicago, Redford.
(313) 534-9363.

Children's musicals
Giggle Gang returns with a Henry K. Martin Co. of Birmingham musical, Rumpelstiltskin, center