

Malls & Mainstreets

Aging:

*You can do it
with style*

The famous baby boom generation is rapidly marching toward retirement. Magazines that claim to cater to the more mature woman, laughingly feature a woman perhaps in her early 40s, just like the magazines claiming to represent the overweight woman which daringly include a size 12 or 14. It will be interesting to watch over the next couple of decades how magazines, advertising and cultural standards will be forced to change as the group of seniors expands. The image of women with white hair who only dress in black is outdated. The new generation is not, or should not, be afraid of color. In fact, you should embrace these colors, even if you think pastel is more appropriate.

That doesn't mean that you should throw everything pastel out, but combine pieces with brighter colors. A splash of bright color can make you appear healthy, enthusiastic, in a good mood.

Carry that over into your choice of colors for make-up. Particularly with lipstick, you can add a dash of color. Add to that a stronger blusher to brighten your complexion.

Don't chose a lipstick that is too dark, and don't go too light. If it is too dark, it will bring attention to those lines and wrinkles that may have started around the eyes. If you go too light, you might be accused of trying to recapture your youth.

Outlining your lips is essential. It gives definition, and helps stop the color from "bleeding." If you have been a smoker, then you probably need to pay special attention to the lips.

Seeing is believing

Don't be afraid to wear your glasses when applying your make-up. They make glasses especially for this, where you can lower and raise the lens on each side as you work on the other. Avoid being one of those women who do their make-up in the dark, or others who give up altogether rather than admit they cannot see up close.

Your touch should be a light one, too heavy and it can get caked on, settling into lines. Don't choose frosted make-up, matte is much better. Go for a "dewy" look. Don't be afraid of powder, it's not your mother's powder these days. It can be your best friend, keeping your shine down, not creating a cloud like grandmother used to.

You may start to lose hair on your eyebrows. Make sure you fill in the gaps, but again, a light touch is much more natural. As you get older, skin can become discolored or blotchy. This is normal, but could have been triggered by exposure to the sun.

Be certain to use a concealer in conjunction with your foundation. The skin gets thinner as you age, and you must pay attention to exposure. Perhaps you have retired and have more time to play tennis, walk, garden, etc. Or maybe it's just that you move slower than you used to, and thus are in the sun or wind for longer than you used to be. As the skin gets thinner, it also gets drier, and moisturizing, if it hasn't been in your beauty routine, should be added.

Outback on eye color

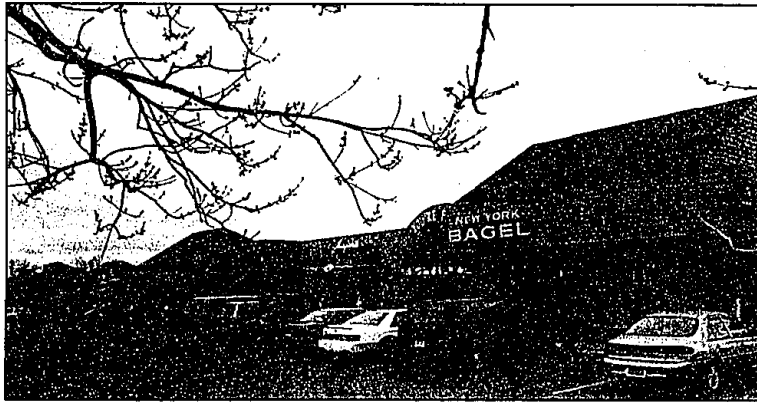
Eye color can change with age. Don't try to compensate for what were once baby blue eyes with a bright blue eye shadow. This is not the place to go hog wild with color. Stick to neutrals, soft colors.

If you wear glasses, then perhaps a snazzy frame is all that you need to catch attention. Eyelashes also lose their color, so don't forget the mascara.

Pluck black hair (or eggplant purple, for that matter) are too strong. They require far too much maintenance. Also, try to avoid coral, pink or light blue colors — yes I've actually seen them on someone's head (thank heaven it wasn't the same woman!) If you must have those colors on your head — wear a scarf!

If your hair is thinning, then you should go lighter. There will be less of a contrast between your hair and your scalp. It will look as though there is a greater abundance of hair.

Jeffrey Bruce resumes his salon visits mid-March. For an appointment call 1-800-944-6688 or E-mail jwb@worldnet.com



On The Boardwalk: This busy shopping strip on Orchard Lake, south of Maple, contains the uptown kinds of shops the local residents crave when they want to run up for a manicure, Calvin Klein suit or cup of cappuccino. It helps that parking is close at hand.

Boardwalk stands on service

A neighborhood plaza is enjoying retail success by marketing personalized service along with unique products.

BY SUSAN DEMAGGIO
RETAIL EDITOR

Running a retail operation these days puts you up against the competition — plus specialty catalogs, the home shopping network, megamalls, outlet centers, and the Internet.

But retailers along The Boardwalk in West Bloomfield insist that nothing beats old-fashioned customer service and that's why they are thriving.

For the past 16 years, 23 merchants have been serving the nearby residents of Farmington Hills, West Bloomfield and Orchard Lake, selling shoes, special occasion clothing and gifts to customers they know by name. In fact, they know them so well, that Hersh boutique owner Hersh Rothenberg can actually refuse to sell a bluish-colored blazer to a woman he insists could make a better choice.

"It just doesn't work," he says with a wave of his hand. "No. No. No. Try the grey one."

You'd never hear that at a department store.

Bluma Siegel markets the shopping plaza like a mother hen looking after her chicks.

"This is the only center of its kind in metro Detroit," she says over lunch at the Stage & Co. restaurant which anchors the plaza south of Maple on Orchard Lake. "It is a collection of boutiques where you can drive up and park at the door, find unique selections of merchandise, and be waited on by people who know their stuff."

Fashion is the forefront of everything at the center from the high-end luxury lines carried by Solomon & Son to the kooky home decor items at Zzyxx. Even the eateries stress style — Caribou Coffee pours cappuccinos from sun up to sun down, and Omaha Steaks sells filet mignons by the hundreds of pounds.

Perhaps the trendiest merchant is You're Fired! a lifestyle retailer that allows clients to paint and fire their own ceramic sensations, accommodating the likes of an entire law office, to a room full of spirited 6-year-olds attending a birthday party.

The Boardwalk recently welcomed its newest tenant Greetings From, a card and gift shop, which rounds out the mix at the in-town shopping strip.

"This center works because the economy, the market around here is strong," Siegel said. "Times dictate what businesses you bring in, that's why Dakota Bread is doing so well. Staying current with top-flight shops, that's what we're all about."

Elaine and Mark Blumenfeld own the successful Rear Ends shop where clothing for the casual lifestyle is in vogue.

"Because people are so busy these days, shopping is no longer a sport," said Elaine. "Our customers know us. They trust us. They depend on us to get what they need and tell them when it's in so they can just stop by and pick it up. That's the kind of business we do here and it works."

The 400,500-square foot center is owned and operated by The Boardwalk Limited Partnership which also owns The Sugar Tree plaza down the road. Rents are \$18-\$20 per square foot.

Current tenants include: Caribou Coffee, Charthouse Barber Shop, Chico's Casuals, Dakota Bread, Greetings From, Hersh's, Kitty Wagner Salon, Luffino's Hair Salon, Marguerite Boutique, Mr. Alan's Shoes, New York Bagel, Omaha Steaks, Richard's Stride Rite, Running Fit, Rear Ends, Solomon & Son, Stage & Co., Steven Franklin Optics, Sundance Shoes, Tressa's Boutique, You're Fired, Zeta Oriental Rugs & Antiques, Zzyxx.

Roz & Sherm plans for the future

BY SUSAN DEMAGGIO
RETAIL EDITOR

There is no doubt in Sherm Becker's mind that his upscale women's fashion salon will continue to thrive and set trends in the Bloomfield Plaza, even though his beloved wife and business partner, Roz, passed away last year.

In fact, this week's Roz & Sherm trunk show dedicated to Hino & Mallee (the store's original design discovery) is expected to be the biggest ever. And, as the Stuart Weitzman spring shoe collection arrives, customers are waiting to snap them up, according to Annie Frank, the Becker's niece, and chief buyer for the past few years under Aunt Roz's tutelage.

"Family and friends are helping and we're adjusting," Sherm said. "But there are customers who wonder what the future will hold for us. We're a stable organization. We're retailers born and bred. We have family in this business. So Roz & Sherm will go on, to pay tribute to my wife who was the inspiration for this successful concept."

Sherm recalled with amusement, the day in 1976 when Roz talked him into letting her sell colorful Moroccan caftans, and next, Hino & Mallee designs, in his shoe store.

"I kept telling her there was no place in the store for women to try these clothes on. There were no full-length mirrors," he said with a chuckle. "But she just told me not to worry, and go make myself a cup of coffee in the kitchen, while she sat in the living room buying up garments from the representative."

Next, she wanted Sherm to open a shoe store at Maple & Telegraph.

"Where?" he jumped. "Are you kidding? There's no traffic, not a lot of cars out there."

"True," she insisted. "But, did you see the kind of cars out there?"

"Well, she was right on both counts. By the 1980's Oakland County was booming, on its way to becoming one of the wealthiest places to live in the country. Here we were with our unique, marvelous clothing and shoe salon right in the heart of it all."

Since the '80s were the heydays of Roz & Sherm, the retailer spent the 90's meeting the challenges of selling

clothing for casual lifestyles punctuated by occasional special events. Becker predicted technology advances would offset the way his business runs in the future.

Annie explained that her job is to track down what's new in the marketplace with the store's clientele in mind.

"Our staff knows who shops here so well, they'll tell me 'Mrs. So and So has a bur mitzvah coming up,' or 'we need more size 12s,' and off I go, once a month. We spend a lot of time on the phone selling to our clients, too. The women who shop here do so because they love pretty things and they know we'll accessorize them head to toe."

Customers come to Roz & Sherm from the surrounding neighborhoods and nearby cities like Toledo, Flint and Grosse Pointe, according to the staff.

"There's no other store like it," Annie testified. "Most of the other fine boutiques are gone like Hattie's, Aduri, Anna Bossert. You could take this store and put it down in New York and we'd do fine."

The Beckers also own Hannah Rose a few stores down in the Plaza.

"There, we're known for great suits for the working woman, work-out wear and special party dresses. The price points are lower," Annie said. "Both stores do well with trunk show events because it's the opportunity for customers to see things before they arrive in the store and order them in whatever color or size they need. This Hino & Mallee event will be our biggest... thanks to the visions of Aunt Roz. In 20 years we've become the biggest Hino & Mallee account in the U.S."

Sherm declined to reveal sales figures. "The IRS might read the story," he said the holiday season was good, but El Nino ruined winter coat sales. What's new for spring?

- a special group of suits from YSL, Escoure
- soft dressing, chifon, knits and jersey
- antique Chinese prints
- lots of color, lots of black and white
- fitted suits
- long, pretty skirts
- open toed, "sandalized" shoes in flats and high heels

Moving forward: Sherm Becker and Annie Frank continue the "just under couture" fashion tradition set by Rosalyn Becker whose portrait hangs in the trendy Bloomfield fashion salon since her death.

PHOTO BY JERRY ZELENYNY



News of special events for shoppers is included in this calendar. Send information to: Malls & Mainstreets, c/o The Observer & Eccentric Newspapers, 805 East Maple, Birmingham, MI 48009; or fax (248) 944-1313. Deadline: Wednesday 5 p.m. for publication on Sunday.

SUNDAY, FEB. 15

Puppet shows. Performed daily at 7 p.m. Saturdays 11, 1 and 3 p.m. Sunday at 1 and 3 p.m.
Meadowbrook Village Mall.
Adams/Walton, Rochester Hills.
(248) 376-9461.

Home show. Marketers present a showcase of exhibits to improve your home, garden and quality of life during regular mall hours.
The Twelve Mall, 12 Mile/Southfield.
(248) 353-4111.

MONDAY, FEB. 16

Kids' safety event. "Play It Safe" program includes safety and health tips from town's emergency professionals for kids, noon to 4 p.m.

ADDED ATTRACTIONS

Livonia Mall, Seven Mile/Middlebelt.
(248) 476-1160.

WEDNESDAY, FEB. 18

Movie fun. The mall merchants treat kids on winter break to a free film, "Flubber" with Robin Williams and Marcia Gay Harden. Begins at 11 a.m. In mall's cinema. Runs 94 minutes. Seating until capacity.
Livonia Mall, Seven Mile/Middlebelt.
(248) 476-1160.

SATURDAY, FEB. 21

Madoline breakfast. Nordstrom's welcomes Parisian story heroine Madoline for a special children's breakfast with live entertainment and face-painting. Have a photo taken with Madoline. Event is \$10 per person. Reservations required through the store's concierge.
Somerset Collection North.
Big Beaver/Coolidge Tway.
(248) 816-5100 ext. 1690.

Arthur visits

Coloring activities and photo ops accompany the visit from PBS children's character Arthur from noon to 3 p.m. at Hudson's Fairlane Town Center store in Dearborn. Arthur visits the Westland Center store Feb. 22 from noon to 3 p.m. Kids' Department.

Family Fun central

The Puzzle Place and Lamb Chop from the PBS series, presents a half-hour show at 4 and 6 p.m. in the Fountain Court, Free Photos.
Fairlane Town Center.
Michigan/Southfield Hwy. Dearborn.
(313) 593-1370.

TUESDAY, FEB. 24

Trunk show set. Hersh's hosts a spring trunk show and informal modeling of Garfield & Marks suits and separates for the upcoming season from 10 a.m. daily through Feb. 26.

The Boardwalk Plaza, Maple/Orchard Lake, West Bloomfield.
(248) 626-7776.