



Mousepads with moxie: For inspiration, gaze down at these pads from Successories.

Desktop jazz perks up work stations

For a sophisticated, professional look to your computer work station, check out Successories. Most of its products—including coffee mugs, pens, stationery, mouse pads, screen savers, framed lithographs and awards—feature serene or powerful photographic images, paired with an inspirational or motivational quote.

There are also sports images, like a picture of a gymnast mid-flip on a balance beam. It reads,

"Courage, determination, pride. That's what little girls are made of." Mouse pads and coffee mugs are \$9.95 each; note pad cubes are \$12.95 each; a box of 12 greeting cards (blank on the inside) is \$14.95; and framed lithographs are \$15.95 (for a 5 x 7) to \$89.95 (for a 24 x 30).

Screen saver software packages are \$29.95 each, and there are at least four different titles to choose from: "Attitude Savers Volume I," which features 22 motivational images; "Attitude Savers Volume II," which contains 22 corporate images; "The Essence of Golf Screen Saver," which features magnificent vistas of 18 challenging holes; and "Great Moments in Golf Screen Saver," with views of 18 world-class courses.

The screen savers run on 3.5-inch diskettes and require a PC with a Windows 3.1, 386 system or better, or a Macintosh system 7.1 or better. Other requirements also apply, so read the packages before buying to make sure that they're compatible. (Screen savers come on when the computer is idle to prevent screen burn-out). Find Successories stores at Laurel Park Place, Newburgh/Six Mile Road in Livonia (734) 591-2040; and on Square Lake Road at Livernois in Troy (248) 879-8917.

If you'd like to have a dog, cat, or aquarium at work, or look through a Hubble telescope, or are a fan of "Jurassic Park," "I Love Lucy," the late Princess Diana, the art work of Monet, or the comic strip "Dilbert," then check out these screen savers, which require a CD-ROM drive, among other things, and which are available at Best Buy. "Cats II," and "Dogs II" screen savers, by PF Magic, are \$19.99 each. They let you play with an on-screen cartoon dog or cat while you are working on something else (like a letter or spreadsheet). When the computer is idle, the pets nap on-screen.

"Desktop Life Aquazone"—the virtual aquarium, by Umbrella Software, is \$29.99; "Through the Eye of Hubble," by Second Nature Software Inc. is \$14.99; and "The Lost World Jurassic Park, Limited Edition, Entertainment Utility," by Sound Source Interactive, is \$19.99.

"I Love Lucy, Limited Edition, Entertainment Utility," by Sound Source Interactive, is \$14.99; "Diana, the Screen Saver, an anthology in pictures, music and words," by HeadGames Publishing, is \$17.99; "Monet's Favourite Art," by Second Nature Software Inc. is \$14.99; and "Dilbert—Not Just a Calendar," by CEDCO Publishing, is \$19.99. Best Buy has locations in Westland, Southfield, Madison Heights and Waterford.

Gall's Office Supply Co., in Bloomfield Hills, Birmingham and Detroit, sells a variety of work space treats, like lithographs holders that attach to a monitor or cubicle wall, and an Expressions Scrapbook Mouse Pad (\$10.40) by Rubbermaid. Photographs or important notes can be displayed under the mouse pad's clear tracking surface.

Gall's, like Office Depot and other such stores, carries whimsical mouse pads featuring Mickey Mouse, Looney Tunes characters, and Dilbert.

If you'd like a mouse pad that shows your allegiance to the University of Michigan or Michigan State University, check out the M-Den at Laurel Park Place, Livonia.

And if you'd like to have your favorite photograph copied onto a mouse pad or coffee mug, visit the "Mug-Em" booth across from B. Dalton at Westland Shopping Center. Personalized mouse pads are \$16.75 and mugs are \$16.75 to \$17.92.

Specialty shop celebrates Sweden



Talk about niche marketing... Swede Anne's Butik boasts the only shop in the lower peninsula for lovers of all that is Scandinavian. It's open, at all places, in Orion Township.

By JUDITH HARRIS SOLOMON
SPECIAL WRITER

What a charming idea for a specialty shop.

Down a winding road, off the beaten path, stands a red frame building with a sky blue door. Colorful flags wave from poles and a sign announces "Swede Anne's Butik."

"This is kind of a dream I've had since I was a little child," said owner Anne Bentley, whose parents migrated to Michigan from Sweden before she was born.

When her husband Ron, a Troy School District counselor and principal, retired after 35 years, they both decided to pursue Anne's dream.

"We wanted a country place store with the ambience of the countryside of Sweden," she said. "Ron is not a builder by trade, but he designed and built it."

With its natural pine walls, natural oak floors, big working fieldstone fireplace, red exterior and blue door, the shop is meant to resemble a Swedish home.

Inside, there is a fantastic smorgasbord of products from all of the Scandinavian countries.

"There are no other stores like this in lower Michigan," Anne proudly boasts. "But, there are some in the upper

peninsula. Norway is known for its sweaters and Dale of Norway is the most popular of all of the companies. I have every pattern that Dale has—maybe 70."

And right now, customers are flocking to buy Dale's U.S. Winter Olympic Team official sweater. Available in a red or dark blue, the sweater (\$210) has a snowflake design and an official Olympic patch.

Also from Norway, are Lillunn coats and jackets that are sold in only a few boutiques in the U.S. The owner of Lillunn, Ulla Dale, is 70, and was once a top fashion model in Paris.

Princess Diana was photographed wearing her powder blue Lillunn coat with the white polar bear design. Jane Fonda has one too, but hers is black.

From Sweden there are beautiful glass objects. While most Americans are only familiar with Orrefors, Anne points out that there are 16 glass factories in central Sweden within a 20-mile radius who "do the same type of high quality as Orrefors." Swede Anne's stocks glass items from Seta, Lindshammer, Nybro and Bergslunda, "the four best-known companies beyond Orrefors."

Denmark is represented by wrought iron chandeliers and candle holders,



Marketing marvels: Anne and Ron Bentley work together inside their Scandinavian merchandise boutique.

plus a wonderful selection of unusual shaped candles. Finland contributes cloth wall hangings, fine wood hand-carvings and Italian glass.

Swede Anne's stocks a mouth-watering array of foods imported from Scandinavia. There are 12 different types of herring, lingonberry jam, crackers, cookies, cheeses, bottled glogg, a Swedish vanilla sugar "that's great for cooking" and even canned reindeer meatballs.

The store also has a terrific potpourri of informational and travel-oriented

videos, cassettes and books.

True Swedish aficionados can get their fix from joke books about Ole and Lena and from children's books about the beloved Pippi Longstocking. And let us not forget the wide array of items that feature Dale horses, the symbol of Sweden.

"Swedes are so into their horses," Anne insisted. "They will buy anything with horses on it."

Find Swede Anne's Butik at 948 Baldwin Road in Orion Township (248) 814-9000.

Plaza becomes the place for parties

By BARR PIRT TEMPLETON
SPECIAL WRITER

Making party arrangements that include beautiful invitations, a great photographer and lots of fresh flowers usually means plenty of running around town. Unless of course you're

willing to travel to Southfield and get all three details taken care of at once.

Providing one-stop shopping to frazzled party hosts is the idea behind a trio of stores that recently opened in La Mirage Plaza at 12 Mile and Northwestern.



Party time: Deborah Goldfine-Weisserman (left) poses with daughter Maureen Mansfield in their new location in La Mirage Plaza, Southfield.

The unusual approach to shopping is represented in the small center, which houses just eight stores, in the three shops in a row that cater to customers planning everything from birthday parties to bar mitzvahs. The Rain Forest Florist, Gary Miller Photography and Deborah's Invitations are neighbors in the recently renovated plaza.

"I think it works out real good having all three of us here together," said Maureen Mansfield, a co-owner of Deborah's Invitations. "And there's talk that a fourth spot that is empty right now may be for a time service."

Mansfield, who operates the store with her parents, Harold and Deborah Weisserman, now having the florist and photographer nearby "would be a big draw" for her shop when she signed the lease last year.

C B Commercial is the firm that leased the space at the re-vamped center. The company specializes in the sale and leasing of commercial real estate property. Senior Vice President Jim Stokes agrees that having one location which includes three party planning services is unique.

"This would have a destination type use where someone, say a bride from Royal Oak, would make a special trip to visit the plaza because it is one stop shopping," he said.

While Mansfield would tend to agree with that assessment she has also found the flow of customers just dropping in to see her new store is steady.

"There's lots of walk in traffic here and it's been very, very profitable," she said. "We are very pleased with this location." Actually new to the business, Mansfield said her Mom has been creating customized cards for 30 years. Mrs. Weisserman began her career working from her home before later moving to an office building in Southfield in a spot she occupied for many years.

When Mansfield agreed to begin learning the business and working in the store last year they decided to take a chance on a new location.

"My Mom is so good at what she does and is so well known in this business that what we were really nervous about was the huge rent increase," Mansfield said.

Deborah's Invitations is housed in a 1000 square foot shop that prides itself on catering to the customers needs.

"Some people are happy to look in the books and select something but others prefer a more custom look," Mansfield said. "We do a lot of personalized items and specialty things. It's a great business because you are always working with people for a happy occasion and you get to be creative too," she added.

Deborah's Invitations is open from 10 a.m. to 5 p.m. Monday-Friday and 10 a.m. to 2 p.m. on Saturday. Hours are flexible to meet customers schedules. Call 356-2454.

ADDED ATTRACTIONS

FRIDAY, FEB. 27

Puppet show
Performed daily at 7 p.m. Saturdays 11, 1 and 3 p.m. Sundays 11, 1 and 3 p.m.
Meadowbrook Village Mall,
Adams/Walton, Rochester Hills.
(248) 376-9451.

Designer visits
Pam McMahon presents her unique spring collection in exquisite fabrics and trims from 10 a.m. to 4 p.m. at Neiman Marcus through Feb. 25 in the Couture Salon. Informal modeling from 11 a.m. to 3 p.m. both days.
Somerset Collection South,
Big Beaver/Coolidge, Troy.
(248) 644-3300.

Art clothing show
Meet local artisan/designer Jennifer Sly Kirk and enjoy a spring show of her unique jackets, vests and coats from noon to 7 p.m. Refreshments served. Also, see the latest belts, purses and jewelry from Brighton Leather at the Apple Tree Room boutique.
32749 Franklin, Franklin.
(248) 851-9822.

Spring Trunk Show
Neiman Marcus presents the newest St. John knit wear collection for cruise and spring '98 with informal modeling from 11 a.m. to 3 p.m. through Feb. 28. Also on Feb. 28, a Hickory-Freeman trunk show in the Men's Department from 10 a.m. to 6 p.m.
Somerset Collection South,
Big Beaver/Coolidge, Troy.
(248) 644-3300.

Golf Show
Third annual Great Michigan Golf Show through March 1 features 250 merchandise, golf getaway booths, fashion shows by Bavarian Village Feb. 27 at 3, 5, and 6 p.m. Feb. 28 at 11 a.m. 2 and 5 p.m. March 1 at 11 a.m. 1 and 3 p.m. Tickets are \$5.
Pontiac Silverdome, Pontiac.
(248) 858-7358.

Open House
Rerun Consignment Boutique celebrates its third year in business with a special sale of 50- to 75-percent off winter merchandise through Feb. 28.
33669 Five Mile, Livonia.
(734) 622-2858.

Designer visits
Meet woman's sportswear designer Sigrid Olsen commmentating a spring show of her new collection at a breakfast at Jacobson's, 336 West Maple, Birmingham at 9:30 a.m. and at a luncheon at Jacobson's Laurel Park Place store, Six Mile/Newburgh at 12:30 p.m. Reservations required.
Call Lori Cohen (248) 644-6900.

Family Fun Center
Black History storytellers Carole Richardson and Ivory Williams present educational and entertaining narratives at 4 and 6 p.m. in the Fountain Court. Free. Photos.
Fairlane Town Center,
Michigan/Southfield Fwy, Dearborn.
(313) 693-1370.

Safety exhibits
Sponsored by the Red Cross through March 1, hands-on informational prevention and safety activities to kick-off Red Cross month. Regular field hours.
TJ-Twelve Mall, 12 Mile/Telegraph, Southfield.
(248) 353-4111.

SUNDAY, MARCH 1
Home & Garden program
The Somerset Collection hosts a home and garden style and fashion program through April 11. Garden displays, stage performances and daily gardening lectures. Sale of playhouses to benefit Habitat for Humanity begins April 1. Wednesdays from noon to 2 p.m. informal modeling of spring fashions in the North Grand Court and South Rotunda. Cabaret jazz series each Thursday night at 7 p.m. March 5.
Today at 1 p.m. Arranging Fresh Cut Flowers by Tim Hourigan from The Flower Co. At 3 p.m. Sculptures to Accent Your Garden by Anthony Bellomo from Black Forest Building Co.
Event hotline: (248) 816-5484.