

Smoky eyes, golden lips are key to a fab party face

DISCOVERING BEAUTY



MARY ANNE TOCCALINO

If there were ever a time to splurge on a fabulous dress, an outrageous pair of shoes, a long-awaited appointment with your hair stylist, and a shopping bag full of the newest make-up, this is it!

This New Year's Eve, being what is now popularly accepted as the beginning of the new millennium, is reason enough to make sure you look just as put together as your New Year's celebration plans.

This Y2K demands a little more effort in the makeup area. This is the evening when you need to jazz up your evening makeup a bit.

The easiest way to glamorize your dewy skin, smoky-eye look is to sparkle. Sprinkling finely milled sparkled talc gives a delicate glow to cheekbones, shoulders and décolletage.

But a heavier hand applied to these areas screams "Happy New Year" in no uncertain terms.

This is also a time when you bring out your color palette. Use your dark jewel tones to accent your dark eyes. Add a little of Sebastian's Blue Duak shadow to the already darkened socket of your eye.

This enhances the smoky eye with transparent color which will put the attention to your eyes rather than the dark circles that could appear when you're dancing until dawn.

Another way to richen your looks is to keep the dramatic smoky eyes accentuated with gold-burnished cheeks, lips and nails. This is also the time to experiment with color and texture. Pick a burgundy lip or pale, shimmery eyes and lips balanced with pink cheeks.

Even if you're going to a low-key event or this just fits your personality, this New Year's still calls for a definite glamour factor.

For you makeup minimalists, we know that "nature" doesn't mean bare face but rather a well-defined glowing face able to withstand a serious night of party playing.

In order to keep things from getting messy, make sure you use waterproof mascara and a little bit of extra glue on those long, lush false lashes.

Also, I found a product that saved my life when working long hours on a location shoot called She Lac by Benefit, which is resistant to water, tears, humidity, smudging and all of those beauty disasters.

It's a liquid sealer for eyes. This is similar to Lip Chic, which I've used for years as a sealant to keep a stain of color on lips. No matter how many New Year's kisses you give away, your lips will stay on.

Accenting the eyes is the surest way to have a low maintenance makeup. Use a soft lip color with a strong eye to ensure that you won't have to worry about touching up your lips.

With all the running around from party to party, things can get heated up, so you may want to make sure your foundation is minimal and well set with translucent or sparkled powder. Then you can run around achieving a glow but without exposing any beauty flaws.

So whether you're dancing until dawn, heading from dinner to club, or laying low with loved ones, I'm sure you'll look amazing for the rest of the new century.

Stay safe, happy and healthy. Talk to you next month.

Millennium madness

There's no end to the New Year's Eve merchandise retailers have in store

BY NICOLE STAFFORD
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With so many millennium and New Year's Eve party goods already in stores, shoppers might be thinking manufacturers and retailers have contracted another case of, "If we build it, they will buy."

But retailers don't think so: Consumers, and not just the retail industry, are excited about the celebrating the millennium and are likely to purchase merchandise to commemorate the event, they say.

"People recognize that the millennium is special, and it's not just another novelty approach retailers have taken to drive sales," said Ron Rademacher, a divisional merchandise vice president with Jacobson's.

"They realize that this is a very special time period that we're living in and they're tuned into celebrating it."

Larry Meyer, CEO of the Michigan Retailers Association agreed, saying, "I think the millennium is going to be a real boost in retail sales."

After all, retailers are in the business of predicting consumers' needs and wants.

So far, Jacobson's customers have responded well to the store's millennium merchandise, said Rademacher, adding, "It has clicked for them that I need this to make my millennium celebration more complete, special and exciting."

The sheer number and range of products currently sitting on store shelves might leave some shoppers wondering how many millennium party trinkets one person can own.

From special tuxedo shirts to time capsule kits to Year 2000 cocktail blenders, the availability and range of millennium party gear is

positively overwhelming. However, manufacturers and retailers aren't working together to market these goods; they're competing to sell them, noted Mohan Fisharodi, associate professor of marketing at Oakland University in Rochester Hills.

"Competition is intense," said Fisharodi. Thus, retailers are putting these goods on the market in hopes of selling what they can, they're not worrying consumers might find the choices dizzying, he said.

The oddity of some millennium party baubles is probably an attempt to attract attention and differentiate a particular product from the range of others, said Fisharodi.

Besides, there has always been a segment of the consumer market that purchases innovative products and novelty items, he said. Also, different types of consumers buy different types of products, so the plethora of millennium goods on the market reflects that range, said Fisharodi.

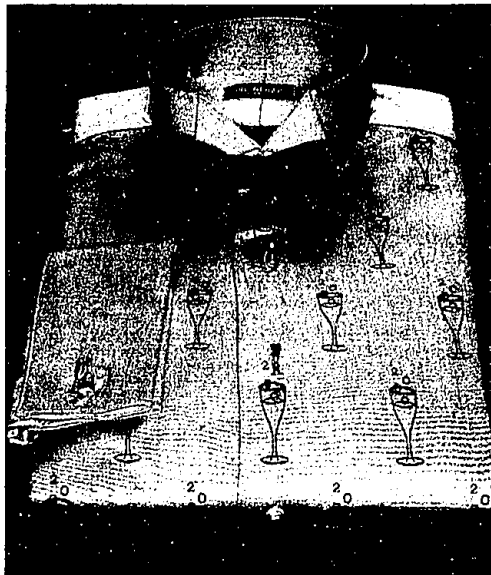
At Jacobson's, for example, the focus has been on millennium offerings geared to entertaining, said Rademacher. "As a company, our customer base does a lot of social events. ... We have tailored not only our apparel but our home furnishings items to the party season."

While stores like Jacobson's already have plenty of millennium merchandise on store shelves, there's more to come, said Rademacher, adding Jacobson's is carrying at least twice as much New Year's Eve and holiday merchandise this year than in the past.

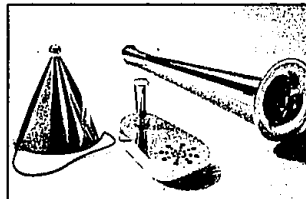
"These products have value to different people, and, in retail, you serve the customer," said Meyer of the trend. "I think we're going to see more and more products with a millen-



Party mixing: Krups serves up a midnight cocktail mixer for the millennium, \$14.95 at Crate & Barrel.



Champagne shirt: Even tuxedo shirts have been tailored to celebrate the millennium. Jacobson's sells one with a champagne glass print and another printed with "2000," about \$165.



Sterling celebration: Even Tiffany & Co. is selling New Year's Eve party favors. The company's sterling silver party hat, \$225, noisemaker, \$300, and horn, \$350, will cost party givers a bundle.

Great Lakes Crossing creates unique, half-hour television ad to boost holiday traffic

BY NICOLE STAFFORD
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Television ads can be entertaining, but how often do they have a story line and run 30 minutes in length?

If Great Lakes Crossing in Auburn Hills is on to something, more plot-driven retail advertising may be on the horizon.

The value and entertainment shopping center, owned by Taubman Centers, recently filmed a 30-minute television ad/comedy program hybrid aimed at encouraging viewers to head to Great Lakes Crossing to do their holiday shopping.

The segment is slated to air Thanksgiving Day on WDIV Channel 4 following the station's broadcast of downtown Detroit's Thanksgiving Day Parade.

"I think it will be very effective because it is entertaining," said Mort Zieve, of Simons, Michelson, Zieve

Advertising, the Troy firm that created the segment.

While the program showcases the mall's offerings, a holiday shopping guide, new computer coupon service and recently launched national gift certificate program, viewers will be entertained, said both Zieve and Julie Nemeth, Great Lakes Crossing's marketing director.

The program follows two friends, a man and a woman, who have challenged one another to complete their holiday shopping



On location: Producers film Great Lakes Crossing's innovative, 30-minute ad on location at the Auburn Hills mall.

during a trip to the mall. Several comic moments arise since the story plays on cultural stereotypes about men and women's shopping habits.

"The guy is sort of sloughing off a bit. There's a scene, actually, when he is just hanging out at Outdoor World," said Nemeth. Produced by WDIV, the segment also has a surprise ending, she said.

"What we're trying to do this holiday season is make the shopping experience a lot easier," said Nemeth. Shop-

per's schedules are packed and hectic, so making holiday gift-buying easier is a competitive necessity for any mall, she said.

Great Lakes Crossing's holiday shopping guide, for example, not only lists gift ideas for mothers, fathers and other loved ones but also tells shoppers where specific merchandise can be purchased. The company's new gift certificates are redeemable at any Taubman mall in the country, meaning the certificates can be mailed to friends and family in other states.

Great Lakes Crossing's new coupon service allows visitors to learn about and obtain retail discounts at computer kiosks in the mall. The computers also register regular users of the system into a monthly drawing for a cruise.

"We hope the results will be that the consumer will understand that all their holiday shopping can be done here at Great Lakes Crossing," said Nemeth of the mall's marketing tact and new services. We're a new mall.

ADDED ATTRACTIONS

MONDAY, NOVEMBER 22

MICHAEL CARRY APPEARANCE
Meet the designer today, November 22 and tomorrow, 10 a.m. to 4 p.m. at Neiman Marcus Couture Salon on 3.

TUESDAY, NOVEMBER 23

BONNIE'S SING-A-LONG
Musician and ecologist Lisa Hunter sings for kids and adults at 7 p.m. at Borders, 30995 Orchard Lake Rd., Farmington Hills. (248) 737-0110.

FRIDAY, NOVEMBER 26

BLAKE DELBONO FALL COLLECTION
Holiday collection show featuring Austrian crystal

jewelry, 11 a.m. to 5 p.m. today, November 26 and tomorrow. Jacobson's, Livonia.

ROCHESTER ORNAMENTS

Take a little piece of Rochester home with pewter ornaments depicting historic downtown buildings. The first ornament in the 1999 series will be available today. The remaining ornaments will be released weekly until Christmas. Ornaments are available at many downtown stores. (248) 656-0060.

TASTE OF LAUREL PARK PLACE

Each Saturday between Thanksgiving and Christmas, enjoy free food samples from L'Avonia restaurants. Buca Di Pappo has samples from noon-4 p.m. November 27 near Center Court. December 4 is hosted by Real Seafood Grill, and December 11 & 18 is Max & Erma's. (734) 482-1100.

Retail, style and special store events are listed in this calendar. Please send information to: Malls & Mainstreets, c/o Observer & Excelsior Newspapers, 805 East Maple, Birmingham, MI 48009. Fax: (248) 644-1314. Information must be received by 5 p.m. Monday for publication the following Sunday.

SUNDAY, NOVEMBER 21

SWEATER AND COAT COLLECTION
From now until Wednesday, Oilly at Somerset Collection South will be collecting gently used sweaters and coats which will be donated to the Michigan Coalition Against Homelessness in Royal Oak. Oilly will offer a 90 percent discount on an equal number of items purchased. (248) 614-9030.

YVES SAINT LAURENT GIVE-AWAY
The Deluxe Collection is your with any Yves Saint Laurent purchase of \$50 at Saks Fifth Avenue. (248) 614-5364.