

MALLS & MAINSTREETS

MONDAY, MARCH 21, 1994

6A*

SHOPPING CENTERED



LINDA BACHRACK

Frame an outfit with a jaunty hat

Hats create amazing possibilities," writes Patricia Underwood, milliner and author of an essay in "The Hat Book." Underwood's hats are so expressive that they need very little adornment. She thinks of them as simple portraits, mirrors of a woman's personality.

"The first element of design is how the hat will frame the wearer's face," continues Underwood. Pale pink picture hats, for example, have swooping horsehair brims so sheer you can see through them. Like a modern veil, they throw a pretty tint on a woman's face, according to the designer. She



says most women look good in shapes with high crowns and short brims or upturned schoolgirl toppers that draw the eye to the brows and

cheekbones. Of course, personal style is everything. Hat lovers know that it's the jaunty angle at which the hat sits that creates the look. And the hat should be a beautiful accessory, never the main focus of an ensemble.

Amazingly, I discovered at a Patricia Underwood showing at Neiman Marcus in the Somerset Collection in Troy, that her hand-made hats are easily worn by everyone. They literally conform to the shape of your head, due to the fact that they're made of straw that is neither bleached, starched nor lacquered. They're so soft and malleable that you could forget that you have one on.



This spring's collection features soft, pastel colors — cassia, maize, coral, old rose and pearl. The straws may be variegated or ribboned or paneled. Hats are

built braid by braid, weaving in colors and patterns. Five women do all the sewing in Underwood's New York studio.

The sophisticated, sculptural shapes are what makes the hats easily recognizable worldwide. There are those who buy Patricia Underwood hats exclusively, adding to their collection each year. The designs are so classic that they remain favorites year after year.

Attention grabbers

Helen Payne of Detroit is one such fan. "Is there another hat?" she asks. "They're so elegant. I have people stop me all the time when I'm wearing my hats."

Hat lady Anita Alexander, also of Detroit, recently enjoyed a two-hat shopping trip, buying a gold-trimmed black straw from Saks Fifth Avenue at the Somerset Collection and a neat rayon knit cloche. She adored the Patricia Underwood midnight blue horsehair topper (\$364). Underwood's hats range from \$113-\$400.

Just as women feel mysterious or alluring when wearing a hat, so too do children enjoy the attention that a pretty hat commands. Coincidentally, I ran into little Serita Hehta of West Bloomfield at Kidz Kloz on Orchard Lake Road in Sugar Tree Square (I mentioned Serita in a column last March).

Serita still loves hats and wears them often, and her fave shop, Kidz Kloz displays some jaunty numbers for spring. Included are a linen bonnet by Cuzco (\$36), a straw-bowler rimmed in pink roses (\$36) and a white knit baby bonnet festooned with a bright yellow rose (\$25). Also spotted were straw sun hats, floppy pink picture hats and fashion-forward fedoras. A perfect finishing touch to her Easter finery.

Linda Bachrack is a Birmingham resident. You can leave her column ideas at 1-810-953-2047, mailbox 1889 or fax them to her at 1-810-644-1314.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Trish McAvoy cosmetics come to Jacobson's.
- Backrack shops for the perfect pins.
- Added Attractions lists the latest special events.



ANN HEALEY/STAFF PHOTOGRAPHER

On the way: Parisian's president Donald Hess tells the Livonia retail community the planned new Laurel Park Place store will give Michigan shoppers a feel for what it's like "To Be Somebody Special."

Opening Aug. 1

Parisian readies 1st Michigan store in Livonia



With just 4½ months left to prepare for an August opening, Donald Hess, president of the Alabama-based Parisian specialty department store, came to Laurel Park Place to talk about the new Livonia location, which will bring 300 new jobs to the area.

BY SUSAN DEMAGGIO
STAFF WRITER

The Motor City is getting ready to welcome a Southern Belle to the retail community — and, from early indications, the reception will be warmer than a porch swing on a hot afternoon in July.

Birmingham, Ala.-based Parisian is putting the interior touches on a two-story, 150,000-square-foot addition to the Laurel Park Place shopping center in Livonia. The retailer is working hard toward the Aug. 1 opening of its first Michigan specialty department store.

"I can't wait until Parisian opens," said Sally Herbal of Livonia and mother of two toddlers. "I understand Parisian has excellent customer service, and they show cartoon videos in their children's department! I'll finally be able to shop for the kids while there is something going on to entertain them."

Janice Kelsey of Livonia agreed: "I'm very curious about the store. I heard they had lower price points

than Jacobson's and dedicated customer service."

To bring the surrounding business community up-to-date on a retail venture three years in the making, Parisian president Donald Hess flew into town to introduce the store's new manager, Elliot Marcus, and answer questions about the retailer from Livonia Chamber of Commerce members.

About 200 local dignitaries, retailers and residents attended the Parisian reception, where it was announced that Travel 2000, Ritz Camera, Easy Spirit Shoes and Limited, Too, will join Parisian in opening at Laurel Park Place soon. These new stores will occupy 30,000 square feet of expanded mall space on the way to Parisian's front door. There's still space left for two more retailers and a restaurant.

Southern hospitality

Parisian has been called "the Nordstrom's of the South" by retail

analysts — and Parisian officials love it.

"We certainly share Nordstrom's commitment to customer service," said Amy McRae of the corporate public relations staff. "Our motto is, *You're Somebody Special*. In fact, our personal service is the driving force behind Parisian's rapid expansion."

Parisian operates 30 stores in seven states with plans to open an additional 40 stores over the next five years. This year, Parisian will open seven new stores in 1) Livonia, 2) Atlanta, Ga., 3) Indianapolis, Ind., 4) Nashville, Tenn., 5) Knoxville, Tenn., 6) Orlando, Fla., 7) Jacksonville, Fla.

Parisian is owned by the Hess and Abrams families of Birmingham, Ala. It was bought by Hess's grandfather in 1920, when it was known as The Parisian Dry Goods and Millinery Co. of Birmingham.

Today, Parisian stores offer updated, traditional, upper-moderate to better-priced apparel, accessories, shoes and cosmetics for men, women and children. Parisian does not carry merchandise for the home or electronics.

Friendly competition

Hess said he expects Jacobson's,

the mall's other major anchor, to be Parisian's competition at Laurel Park Place. He expects it to be friendly competition because Mark Rosenfeld, president of Jacobson's, is a distant cousin.

Hess said Parisian became interested in the Detroit market through contact with Southfield-based Schostak Brothers & Co. and Jacobson's. Laurel Park Place is a Schostak Brothers property. It was built in 1989.

Rosenfeld attended the reception, smiling broadly and saying that he welcomed the mall's "other cork star."

"That's what my father used to call the mall anchors — cork stars," he said. "Jacobson's is happy to have Parisian in the mall. They will expand the market and, hopefully, increase shopping traffic."

The new Parisian manager, Elliot Marcus, is a 15-year Parisian veteran and native of Alabama.

When it was announced he would head the new Michigan store, he threw his personal life into fast-forward, proposed to his steady girl, set the wedding date for March 13 and arrived in Farmington Hills on March 14 with his bride to begin a

See PARISIAN, 7A

Retail businesses in suburban malls and on suburban Main Streets are invited to submit announcements of upcoming special events and promotions for Added Attractions. The deadline to submit news is the Wednesday before publication on Monday. Send announcements to Malls & Mainstreets, 36251 Schoolcraft, Livonia, 48150, or fax them to (313) 591-7279.

MONDAY, MARCH 21

BUNNY PICTURES

Photos with the Easter Bunny. \$3.50 center court. Oakland Mall, 14 Mile/John R. Troy. (313) 585-6000.

BUNNY PHOTOS

Easter Bunny pictures through April 2. Photo packages \$6-\$18. Center court. Train rides for toddlers aboard The Wonderland Express. \$1. Wonderland Mall, Plymouth/Middlebelt. Livonia. (313) 522-4100.

MCGREGOR'S GARDEN

Larger-than-life Beatrix Potter books open onto springtime themes. Visitors pass through an eight-foot-high stone arch onto a faux stone path leading to McGregor's Garden and visits with Peter Rabbit. Children's Theatre of Michigan performs "Rabbit Tales" 1 and 3 p.m. on Saturday, March 26. Photo packages available or parents can take their own. Twelve Oaks, 12 Mile/Novi. (313) 348-9438.

GALLERY OF HARES

Easter Bunny appears in Gallery of Famous Rabbits. Guests receive cereal boxes while supplies last. Photos available. Livonia Mall, Seven Mile/Middlebelt. (313) 476-1166.

RABBIT PHOTOS

Photo visits with Peter Rabbit through April 2. Through March 25, shoppers spending \$100 or more receive two free tickets to "Max The Moose Show" at Music Hall Center, March 26 or 27. Additional tickets can be bought for \$12 each at Aifano's Stride Rite and The Children's Place. Receipts redeemed at Information Desk.

ADDED ATTRACTIONS

Fairlane Town Center, Michigan/Southfield, Dearborn. (313) 593-1370.

PUPPET SHOWS

Mall's puppet theater presents "The Wizard of Oz" at 11 a.m., 1, 2, and 3 p.m. through March. MeadowBrook Village Mall, Walton/Adams. Rochester. (810) 375-9451.

BUNNY PHOTOS

Springtime cottage opens near center court fountain for pictures with Easter Rabbit. Through April 2. Tel-Twelve Mall, 12 Mile/Telegraph. Southfield. (313) 353-4111.

BUNNY PHOTOS

Photo hours daily 11 a.m. to 8 p.m. Sunday noon to 6 p.m. Through April 2. \$5.99 per photo, \$11.99 grandparents special includes three photos and a kite. Westland Center, Wayne/Warren. (313) 425-5001.

VICTORIAN GARDEN

Photos with the Easter Bunny, plus a treat, in the center court Victorian garden through April 2. 11 a.m. to 7 p.m. daily. Laurel Park Place, Six Mile/Newburgh. Livonia. (313) 462-1100.

TUESDAY, MARCH 22

HEALTH-O-RAMA

Through March 25, 10 a.m. to 6 p.m. daily. Annapolis Hospital provides health screenings, most are free. Blood drive on March 25, noon to 6 p.m. Child I.D. program 11 a.m. to 5 p.m. on March 26 in center court. Westland Center, Wayne/Warren. (313) 495-5001.

WEDNESDAY, MARCH 23

HEALTH-O-RAMA

Mostly free health screenings through March 24 from

10 a.m. to 6 p.m. Includes tests for vision, hearing, blood pressure, glaucoma, medications and nutrition counseling, and colo-rectal screening kits. Summit Place, Elizabeth Lake/Telegraph. Waterford. (810) 682-0123.

FRIDAY, MARCH 25

FOLK ART LECTURE

M.T. Hunter's hosts art expert Shirley Meyer and her slide show and lecture on women in American Folk Art. 7:30-9 p.m. Refreshments. Downtown Northville, 201 E. Main. (313) 344-6668.

SATURDAY, MARCH 26

HATS AND TEA

Meet millinery designer B. Michael at a fashion show and high tea to benefit YES Foundation. 2 p.m. Jacobson's. Tickets are \$30. Reservations required. Downtown Birmingham, Maple/Bates. (810) 644-6900. Ext. 510.

PRESSURE SCREENING

American Heart Association offers blood pressure tests. 11 a.m. to 2 p.m. Wonderland Mall, Plymouth/Middlebelt. Livonia. (313) 522-4100.

SUNDAY, MARCH 27

CLASSICS BRUNCH

Co-sponsored by WQRS, noon to 2 p.m. Rotunda. Brunch catered by Sebastian's Grill. Proceeds benefit Detroit Institute of Arts youth programs and Center for Creative Studies music education programs. Reservations required. Tickets \$20 per person, available at concierge desk. Somerset Collection, Big Beaver/Coolidge. Troy. (810) 643-6360.

STORY BOOK SUNDAY

Program canceled until Sunday, April 10 due to Easter Bunny operation. Fairlane Town Center, Michigan/Hubbard, Dearborn. (313) 593-1370.

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SPELLING

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