

EDWARD NAKFOOR

RETAIL CONSULTING

+

BRANDING

+

MEDIA RELATIONS

+

COPYWRITING

Updated May 2017

CITY OF BIRMINGHAM, PRINCIPAL SHOPPING DISTRICT

RECOMMENDED RETAILERS REPORT

NOVEMBER 2007

BIRMINGHAM PRINCIPAL SHOPPING DISTRICT

RETAIL "WISH LIST"

PART II MOST WANTED BY CATEGORY

APPAREL AND ACCESSORIES

Avoca
Barbour by Peter Elliot
Blue Willis
Burton
Calypso
Dooney & Bourke
Esprit
Filson
Free People
Garage
Intermix
J. Crew (men's only shop)
J. McLaughlin
J. Press
L. L. Bean
LeSportsac
Madewell 1937
Mark Shale
MNG by Mango
Nau
Neighborhoodies
1154 Lill Studio
Original Penguin
Patagonia
Rugby
Theory
Ugg Australia
Universal Gear
Vineyard Vines

BEAUTY AND GROOMING

Art of Shaving
Grooming Lounge
Lather
Molton Brown
Pigtails and Crewcuts
Sabon NYC

FOOTWEAR

Fluevog
Geox

FURNITURE AND HOME ACCENTS

Alessi
CB2
Hästens
Land of Nod
Sur La Table
West Elm

GOURMET FOODS

American Spoon
Best Collars
O & Co. Mediterranean Food Merchant

SPECIALTY OPERATORS

Blue Tulip
Crunch Gym
Flight001
Paper Source
Paperchase

BIRMINGHAM PRINCIPAL SHOPPING DISTRICT

RETAIL "WISH LIST"

PART I MOST WANTED

Alessi	MNG by Mango
American Spoon	Molton Brown
Art of Shaving	Nau
Avoca	Neighborhoodies
Barbour by Peter Elliot	O & Co. Mediterranean Food Merchant
Best Collars	1154 Lill Studio
Blue Tulip	Original Penguin
Blue Willis	Paper Source
Burton	Paperchase
Calypso	Patagonia
CB2	Pigtails and Crewcuts
Crunch Gym	Rugby
Dooney & Bourke	Sabon NYC
Esprit	Sur La Table
Filson	Theory
Flight001	Ugg Australia
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L. L. Bean	
Land of Nod	
Lather	
LeSportsac	
Madewell 1937	
Mark Shale	

CITY OF BIRMINGHAM, PRINCIPAL SHOPPING DISTRICT

HOME STORE BRANDING CAMPAIGN

SPRING + FALL 2013



For Your Information

Contact: John Heiney
Birmingham Principal Shopping District
248-530-1250 or
jheiney@bhamgov.org

The Birmingham Principal Shopping District introduces ...

dozens of stores + infinite style + one location

With its dozens of furniture and home accessories retailers as well as home design studios, the downtown Birmingham Principal Shopping District is marketing this retail category as an "anchor" in the tradition of a downtown department store; the district counts 47 home décor-related businesses.

No shopping areas or malls in metro Detroit, the state ... regionally, even ... count such a concentration of home stores offering as varied a selection of merchandise – from contemporary to traditional, rustic Italian to Northern Michigan chic – at, quite literally, any price point. Indeed, Blueprint – the name of the marketing collective – will be a powerful marketing vehicle for the entire PSD.

The concept was introduced in early May during Fashion Your Home: spring + summer 2013 which was billed as "three days of complimentary home décor and design inspiration." Of the fifteen participating merchants, for example, Scandia Home hosted sleep seminars (choosing the right pillow), while consultants at Birmingham Design Studio explained the nuances about optimizing room color. National retailers also participated with Sherwin-Williams offering a chance to win a Room Make Over, plus in-home color consultation, valued at \$200. Public relations, advertising and social media were used to market the event.

The fall/winter event is planned for October 3 – 5, and a warehouse sale, again, in the tradition of downtown department stores, is in the works for January, with the latter event raising funds for Furniture Bank of Southeastern Michigan.

"The interest from the retailers, their enthusiasm for the concept ... they're excited to have an initiative specific to their stores," explained John Heiney, executive director of the Birmingham PSD, adding, "and immediately following the kick off weekend additional stores expressed an eagerness to participate this fall." The October event is expected to feature three dozen retailers.

Event specifics and ongoing store promotions can be found www.blueprintbirmingham.biz.

FASHION YOUR HOME FALL 2013 OCTOBER 3, 10AM-8PM OCTOBER 4-5, 10AM-6PM			
<p>Three days of home décor and design inspiration, including merchandise previews, in-store guests, design consultations and more.</p> <p>For more information visit www.blueprintbirmingham.biz</p>			
<p>123 West Maple Road 248-647-4007 artloftonline.com</p> <p>ALESSI Design for breakfast...or brunch? Enjoy up to 20% OFF selected items. Plus more!</p>	<p>808 S. Old Woodward Ave. 248-723-8888 birminghamdesignstudio.com</p> <p>Save 25% - 70% OFF Name Brand Furniture during the Fashion Your Home Sale.</p>	<p>670 S. Old Woodward Ave. 248-792-6331 boconcept.us</p> <p>Grand Opening Celebration Saturday, October 5 featuring new 2014 Collection and House Coach, Kirsten Steno.</p>	<p>850 S. Old Woodward Ave. 248-646-RUGS (7847) hagopianopenhouse.com</p> <p>Save on Rugs & Carpet during our Semi-Annual Sale. Open House October 5th.</p>
<p>288 East Maple Road 248-593-8299 theitaliandish.com</p> <p>Introducing new VIETRI Home Decor for fall; a gift with any purchase of \$150 or more, and a store raffle.</p>	<p>254 West Maple Road 248-644-4705 quatraine.com</p> <p>Take 50% OFF all chair and sofa floor models. Open 10am - 6pm.</p>	<p>237 Pierce Street 248-649-7673 scandiamonline.com</p> <p>Find the right comforter for winter and receive a free gift with purchases over \$200 during the Blueprint Event.</p>	<p>217 S. Old Woodward Ave. 248-760-3172 zoomartisticphotography.com</p> <p>Adventure into zoom to see the world through a photographers lens!</p>

CITY OF BIRMINGHAM, PRINCIPAL SHOPPING DISTRICT

MEDIA RELATIONS

MAY 2013



Front Page

CITY OF GROSSE POINTE, THE VILLAGE

MARKETING + BRANDING ASSESSMENT

SPRING + FALL 2013

THE VILLAGE, DOWNTOWN GROSSE POINTE

Marketing Observations + Recommendations



*Prepared by: Edward Nakfour
May - August 2013*

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OBSERVATIONS/ASSETS + CHALLENGES

The dedication of its merchants, the loyalty of its patrons, its strong name recognition and the vision of its civic and business leaders have helped The Village withstand such challenges as protracted economic tumult and the loss of long-established anchor stores. At the same time it's been strategically planning for its future by engaging consultants to aid in marketing efforts, changing zoning regulations to allow for more adaptive use from Kercheval-fronting buildings, and reducing parking requirements for mixed-use projects. And with nurturing, these enviable qualities – which so many of our regional downtowns hope to emulate – will serve The Village well in the years ahead.

That said, many challenges remain before The Village can reach its full potential as a vibrant, engaging community center where residents and visitors can shop, dine, seek entertainment and, hopefully, reside or stay the weekend. As well, The Village merchant community must adhere to a "best practices" model with regard to inventory, customer courtesies, cleanliness and visual appeal.

Some of what caught my eye – and car – this spring and summer:

A dearth of pedestrians on the sidewalks, even at prime shopping hours ... when I can hear the "ping" of the crosswalk signal at Noon on a weekday it's an indication that the streets should be busier.



Landscaping is woefully neglected. Even after trees were pruned many others held dead branches and the flower beds, although weeded by the Rotary, were parched and in need of trimming.



APPENDIX A

LODGE 820, LUXURY MIXED-USE DEVELOPMENT THE AVENUE DISTRICT, LOUISVILLE, KENTUCKY

Opened fall 2008. Seven retail storefronts totaling 30,000 square feet of gross leasable space. Seven two-storey condominiums ranging in size from 1900 to 4000 square feet. Project replaced surface parking lot and former restaurant.



Report Sampling

CITY OF GROSSE POINTE, THE VILLAGE

MEDIA RELATIONS

SPRING 2013 + WINTER 2014

The Detroit News

Business Retail


News Sports Business + Autos Entertainment + Lifestyle Opinion Mult

Home Biz Retail

JANUARY 3, 2014 AT 1:00 AM

Metro Detroit stores switch places to fit in, boost business

MICHAEL MARTINEZ THE DETROIT NEWS 6 COMMENTS



[Purchase Image](#)

Ellen Durand, above, owner of Vintage Toy Co., switched store places with Sarah Kreisler's Village Palm in Grosse Pointe. (Photos by Daniel Mears / The Detroit News)

The shelves at 17110 Kercheval in Grosse Pointe were flooded with inventory. Sarah Kreisler's Village Palm, a Lilly Pulitzer signature apparel store, opened in 750 square feet in 2009, but she simply needed more space.

Just next door, Ellen Durand had the opposite problem: too much space. Her Vintage Toy Co. was struggling, and she wanted to switch to a new concept — a girl's fashion accessory store called Ei's — but didn't need the entire 2,600 square feet.

After talking with their landlord and the city, the two decided to simply trade places. The result? A Goldilocks-like just-right fit for both [businesses](#) that has helped sales and stopped at least one from closing.

"It was obvious (Ei's) didn't need all that space, and Village Palm was bursting with merchandise," said Ed Nakfoor, an independent retail analyst who consulted the companies in their move. "All the pieces were in place. The move just really made sense."

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Marketing Professional Seeks To Improve Village, Strengthen Community

Ed Nakfoor is looking to build Grosse Pointe up to its potential, and beyond.

Posted by [Kristen Skladd](#), July 05, 2013 at 03:56 PM

[Comment](#) | 1 [Like](#) [Facebook](#) [Twitter](#) [More](#)



Ed Nakfoor, a marketing professional who handles the marketing and branding for Birmingham's downtown district, will also be doing marketing and public relations for the Village in the City of Grosse Pointe. Credit: Sara

SMALL BUSINESS RETAIL, MEDIA RELATIONS + BRANDING

OPTIK BIRMINGHAM, HINDSIGHT COLLECTION

2008

FOR YOUR INFORMATION

Contact: Edward Nakfoor, 248 649 9780

OPTIK BIRMINGHAM
245 West Maple Road
Birmingham, Michigan 48009
248 646 6699
www.optikbirmingham.com

They Say Hindsight is 20/20 ...

In the world of eyewear dominated by mall-based, value oriented, glasses-in-an-hour chains (boring), and the super high-end designer optical shops (cha-ching), Dr. Joe Ales, OD, owner of OPTIK BIRMINGHAM, decided in the fall of 2003 that there had to be a better way.

So in addition to stocking contemporary frames like those from Stella McCartney, Derek Lam, Robert Marc, Mykita and Freudenhaus, Dr. Ales now carries the largest collection of never worn, original vintage eyewear: not copies, not reissues, not look-a-likes... it's called Hindsight Collection.

Many of the frames, spanning the early 1900's through to the 80's, were handmade in Europe and feature some pretty outstanding details, colors and shapes, like glamorous Gucci's from the 70's and 80's, sublime Pucci's from the 60's, and classic Ray Ban's from the 50's.

Also on hand are Persol's from the 60's, and some of Pierre Cardin's first designs from the early 70's. The 70's get representation too, from the likes of Desil, Bolle and Playboy, while the more-is-more 80's get a nod from those hard-to-miss Cazal's.

Prices generally start at \$209, although novelty pieces are considerably less, while some of the raaaag finds flirt with the \$1000 (or more) mark.

Finally, Dr. Ales says that Hindsight appeals to people, who like him, have decidedly creative sensibilities.

"We see collectors of vintage, the fashion crowd, and artistic types who strive for individuality as the vast majority of [Hindsight frames] are one-offs," he says.

As well, OPTIK's singular style claims some very "one-off" fans, including Bette Midler, David Bowie and Lenny Kravitz.

They say hindsight is 20/20.
We say it's authentic, never worn vintage eyewear.



**Preview the new
Hindsight Collection at
Optik Birmingham -
Michigan's largest
collection of original
vintage eyeglass frames
for women and men.**

Dressing this season is about paying homage to generation-defining looks ... think East Coast Prep School circa early 1940s ... or Pucci's mod and Jackie O's prim of the 60s ... it's James Dean cool ... or sexy disco-chic ... not to mention the big and bold that was the 80s ... play a little déjà vu with your glasses, too.

OPTIK
BIRMINGHAM

contemporary + unused vintage eyewear
245 WEST MAPLE ■ DOWNTOWN BIRMINGHAM ■ 248 646 6699 ■ DR. JOE ALES

SMALL BUSINESS RETAIL, MEDIA RELATIONS + BRANDING

TENDER

BIRMINGHAM ECCENTRIC, NOVEMBER 2013

Fashionable boutique marks 20 years

By Ed Nakfoor
Correspondent

Fashion moves fast ... evolving seasonally, unfolding monthly.

It's fresh colors and modern silhouettes. It watches with a critical eye. And it's beautiful. Always. You must keep pace and know where to go.

For Detroit's chicest women – well heeled and well traveled, globally thinking, locally acting – that means shopping the four corners of the world from one store.

That store is Tender at 271 W. Maple in downtown Birmingham. Lovingly created by sisters Karen and Cheryl Daskas, the store is celebrating its 20th anniversary in November. It's an 8,000-



Sisters Karen (l) and Cheryl Daskas of Tender.

square-foot brick-and-mortar paeon, if you will, to fashion's hottest labels ... from global headliners to just-emerging gems.

And two decades ago Ten-

der, too, was just emerging.

Emergence

From the earliest years of last century Detroit – the city and its suburbs – had a well-

deserved reputation for style. Its corporate titans and architects broke new ground literally, of course, but also aesthetically. Its automobile designers imagined a streamlined future. Its merchants built grand, innovative emporiums and the smartest of shops.

In short order, Detroit was on the radar of New York's carriage trade: the Gimbels eyed the city's luxurious Midtown for Saks' fourth full-line store, while its Fifth Avenue competitors Best & Co. and Bonwit Teller established local branches in, respectively, monied Grosse Pointe and the region's just-emerging fashion mall.

Detroit's retail pulse quick-

See TENDER, Page A16

SMALL BUSINESS RETAIL, MEDIA RELATIONS + BRANDING

TENDER
FALL 2004

WHILE THE DAYS MAY BE GETTING SHORTER,
OUR WEEK IS GETTING LONGER...

T E N D E R

IS PLEASED TO ANNOUNCE NEW SUNDAY HOURS
FROM NOON TO FIVE.

WE HOPE YOU WILL JOIN US ON SUNDAY, SEPTEMBER 22
TO VIEW OUR WONDERFUL FALL COLLECTIONS.

CHAMPAGNE RECEPTION

271 WEST MAPLE ROAD | DOWNTOWN BIRMINGHAM | 248 . 258 . 0212

SMALL BUSINESS RETAIL, MEDIA RELATIONS + BRANDING

TENDER

WALL STREET JOURNAL, MARCH 2010

Paris Finds Its Comfort Zone

By CHRISTINA BINKLEY
AND CHRISTINA PASSARIELLO
Paris

PARISIAN RUNWAY SHOWS are famous for closing with a series of elaborate gowns. But so far those formal French looks are few and far between. Instead, there's a definite air of comfy and sporty this season.

This final week in the month-long marathon of fall 2010 shows started on an upbeat note, with unusually sunny weather and the relief of a more relaxed pace after the rush of the shortened Milan fashion week that preceded this one. Meshing with the mood was a focus on sweaters, sportswear-influenced styles and comfortable looking slacks, the kind you could sit cross-legged in.

At Nina Ricci, designer Peter Copping's collection was based on "sensual wearable clothes that define contemporary," according to his show notes. The look was throw-on-

and-go, with wrinkly satin and sweaters tossed over silk skirts. Belgian designer Dries Van Noten didn't entirely ditch the silk prints and ethnic-looking clothing he is known for, but he mixed in casual sweatshirts, throwing in a slouchy khaki version over a floor-length purple silk skirt with a narrow train. He also did walk-in-the-country parkas, creating a weathered navy-blue version with embroidered black sleeves and a tightly belted waist.

At the Hotel Crillon on Thursday, influential design house Balenciaga showed not a single gown—leaving some attendees unsure whether the show was over when the final look, a pink quilted sort of dress of padded paper and fabric, passed by. Designer Nicolas Ghesquière said after his show that he was interested in "domestic" materials this season. The silhouettes of his pants and dresses were simple and often based on sportswear, including some that looked like unzipped sleeping bags, though the paper and padded



fabric materials were as much art as apparel. His colors were cheerful and brilliant, as though backlit.

It's early yet in Paris fashion week, which follows fashion weeks in New York, London

and Milan and continues through next Wednesday. In the coming days come the shows of Jean Paul Gaultier, Givenchy, Yves St. Laurent, Chanel, Valentino and Louis Vuitton, all brands known for their high-end clientele and over-the-top luxury. The most anticipated collection of the entire season is yet to come—that of Alexander McQueen, who died less than a month ago.

That said, the trend thus far toward more versatile clothing is likely to be welcomed by many retailers, which are finding that in a shaky economy, customers want to get more use out of each item of clothing they buy.

Karen Daskas, owner of the Tender Birmingham boutique near Detroit, says she's noticed a big change in her customers, women who wear Lanvin and Valentino. "People don't want to dress up anymore," she says. Her clients don't want to buy a dress so memorable that they can't wear it twice. They want help determining several ways

to style a look—for daytime, evening, winter and spring.

For Dior, John Galiano struck a sporting theme, trotting out a series of leather jodhpurs and long leather riding coats and jackets. The horsey theme ended there, though, unless the typical Dior client gallops about in fluttery silk dresses, adorned with sequins and ruffles. Those dresses seemed more suited to the boudoir than the stable—and more for editorial spreads than actual sales.

Isabel Marant, a French designer who has developed a cult following in the U.S., mixed dressy and casual elements, creating a melange of street wear and evening wear styles. Sequined cropped pants were worn with a jeans jacket, and a tuxedo jacket was worn over polka-dot pants. A dressy silver brocade skirt was paired with a man-style cotton buttoned shirt.

At Balmain, designer Christophe Decarnin fought the casual current. Gold lamé dresses and richly brocaded overcoats gave the collection a decadence that has been rare on Paris runways so far. The palette of black, gold and purple was royal, and matched the decor of the gilded ballroom of the hotel where the runway show was held. Even the skinny trousers were woven through with sparkly gold thread.

At Lanvin, one of Paris's hot shows this week, Alber Elbaz stayed focused on big loose shoulders on a silhouette that narrowed toward the waist and hips. Folds of fabric created a graceful drape around the body—something Mr. Elbaz has made a signature.

► See a slideshow of looks from the Paris shows at WSJ.com/Fashion. Get the latest news from Paris fashion week at WSJ.com/Runway.

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Plan now for a relaxing summer vacation at our small mountain resort for 60 guests and 30 staff. Our resort is only 67 miles from Denver, but 3,000 feet higher, just outside Rocky Mountain National Park. We will be happy to loan you a video of the Park, so you can see

comedy show, an evening of karaoke starring guests and staff, a talk and slide show on Rocky Mountain National Park, and a pianist at our champagne, shrimp, and hors d'oeuvres welcome party. Golf & tennis nearby. Free high speed internet. With over 100 acres



SOMERSET COLLECTION

MEDIA RELATIONS + BRANDING

2000 - 2012

12 WWD, MONDAY, OCTOBER 16, 2006

SECTION II

REAL ESTATE

Forbes' Formula for Branding the Mall

By David Mohr

It's not every day or even every year that developer Nathan Forbes, managing partner of The Forbes Co., breaks new ground, considering that the U.S. has an overabundance of malls.

But when he does, Forbes takes a different tack from others in the real estate business. He builds with a flourish, with distinct architecture that's expensive, and seeks to selectively lease space to upscale retailers and restaurants that don't yet have a presence in the area.

Forbes is planning the University Town Center in Sarasota, Fla., a two-level, 1 million-square-foot indoor and outdoor center, which is aiming for a late 2009 opening. "We have started our schematic design, and right now [we're] just trying to secure department stores," he said. "We have no commitments, but ultimately there will be three."

Beyond Sarasota, "we are looking at a couple of other potential projects in the South, including one in Florida," said Forbes, 44. He would not specify locations under consideration.

Wherever the project, he said the company follows a "four-legged" formula:

- Department store separation — meaning at least one of the anchors must be new to the area.

- At least 40 percent of the small specialty shops are required to be exclusive in the marketplace.

- Restaurants must be nationally recognized, sit-down experiences and the menus must be different.

- The architecture and the environment must be distinctive, impressive and devoid of clutter.

"We are all about creating a great retail environment through architectural design," Forbes explained. "There are no carts or kiosks in our malls. We

and, in two separate wings, Somerset Collection North and Somerset Collection South. The 700-foot-long climate-controlled enclosed Skywalk spans the six-lane Big Beaver Road, linking the two centers.

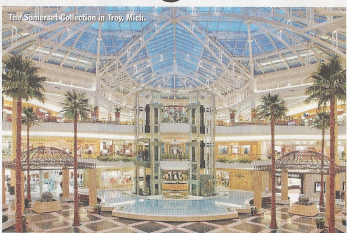
Forbes also owns the 1.2 million-square-foot Mall at Millenia in Orlando, Fla., which is anchored by Neiman Marcus, Bloomingdale's and Macy's and rigged with vaulted end-to-end skylights eight stories high, a 60-foot-high glass rotunda and light technology that includes 18-foot LED screens.

Another property is the 1.4 million-square-foot Gardens Mall in Palm Beach Gardens, Fla., anchored by Nordstrom, Saks, Bloomingdale's, Macy's and Sears, which is being renovated to enhance the exterior landscape with added entrances and updated common areas and food court. The central Grand Court will be transformed into a large piazza with glass art, a porcelain floor, mosaic fountain tile finishes, a computer-controlled, undulating water feature and a glass elevator.

Then there is the 370,000-square-foot, open-air WaterSide Shops at Pelican Bay in Naples, Fla., anchored by Nordstrom — the store is to open in fall 2008 — as well as Saks Fifth Avenue and Barnes & Noble. It's undergoing structural and facade improvements as part of an overall upgrading involving the addition of 30,000 tropical plants and flowering shrubs, fountain, footbridges and a 500-foot-long rock wall with a reflecting pool.

A former Jacobson's store will be occupied by Tiffany, Burberry and Gucci.

Forbes said the portfolio averages \$720 in sales per square foot with specialty store tenants, and The Mall at Millenia is the most productive property, though not by much. Overall productivity has been increasing at a rate of 8 to 10 percent for the last three



Nathan Forbes



brother, David, is in charge of the leasing, while Nathan acts as chief executive, without formerly holding the title.

For almost three decades, the company specialized in creating middle-market centers in places such as Warren or Kalamazoo, Mich. "Ever since I was eight or nine, I traveled with my father on weekends to our shopping centers," Forbes recalled.

Seven years ago, the Forbes family decided to sell off its midtier properties to larger developers, such as General Growth Properties, enabling the family to concentrate on its four upscale centers. "We don't have any interest in selling the business," Forbes stressed, though he said he has been approached by larger developers looking to take over the business.

While not looking to sell, the company

NEEDLE
AND
THREAD
THE TAILOR SHOP AT SOMERSET COLLECTION

"There's going to be lots of construction barricades, and that's a good thing."

DAVID FORBES, leasing manager, Somerset Collection



Leasing manager David Forbes oversees a renaissance of new attractions at the high-end Somerset Collection in Troy.

The posh gets posher

Troy's Somerset adds to the collection with major expansion

By TENISHA MERCER
The Detroit News

TROY — One of Metro Detroit's most malls is launching its first major expansion in 10 years despite the economic slowdown that has waylaid many area retailers.

Somerset Collection, the chic shopping destination that brackets Big Beaver Road in Troy, is opening, renovating and expanding 34 stores between now and Thanksgiving, said Somerset Leasing Manager David Forbes.

Many of the stores are new to Michigan, including The North Face, a California-based retailer that sells high-end outdoor apparel and gear, that will open a 3,300-square-foot location at Somerset.

Stuart Weissman, a shoe and accessories retailer, is opening its first store in Michigan at Somerset, along with a two-story Barneys Co-Op, a division of Barneys New York, department store.

Somerset growth plans

A partial list of new, expanded and renovated stores that will open at the Somerset Collection in Troy:

- The North Face is opening a 17,000-square-foot store.
- Anthropologie is opening a 7,000-square-foot store.
- Chico's is expanding to 7,600 square feet from 2,400 square feet.
- Barneys Co-Op is opening a two-story, 12,000-square-foot store.
- Restoration Hardware is expanding to 12,000 square feet from 9,000 square feet.



SOMERSET COLLECTION: CITYLOFT

MEDIA RELATIONS

SUMMER 2011

SOMERSET COMES TO DETROIT

Tony mall to bring mini-stores to CityLoft downtown for monthly shopping events

By GEORGE KOVANIS
FREE PRESS SHOPPING WRITER

The Somerset Collection in Troy, the most upscale mall in the state and one of the toniest in the nation, will bring mini versions of several of its stores — including Neiman Marcus, Michael Kors, Saks Fifth Avenue, Coach, Lego, the Gap and a Häagen-Dazs ice cream cart — to downtown Detroit later this month.

Called Somerset Collection CityLoft, the boutiques will be located in a 4,000-square-foot space on the first floor of Merchants Row on Woodward Avenue.

CityLoft will be open the last Thursday, Friday and Saturday of every month — beginning July 28 — through at least September.

Somerset plans to include

Somerset Collection CityLoft

1441 Woodward, downtown Detroit

10 a.m.-7 p.m.: July 28-29, Aug. 25-26, Sept. 22-23

10 a.m.-6 p.m.: July 30, Aug. 27, Sept. 24

food and music at the location in an effort to create a fun and vibrant monthly event that will "show Detroit that there is a retail future for the city," said Nate Forbes, managing partner for Southfield-based Forbes, which owns and manages Somerset.

"A stronger downtown is a stronger Detroit, is a stronger region, is a stronger Michigan," Forbes said.

Renovations to turn the



An architectural rendering of Somerset Collection CityLoft. The boutiques will be located in a 4,000-square-foot space on the first floor of Merchants Row on Woodward Avenue and will be open the last Thursday, Friday and Saturday of every month through at least September.

space at 1441 Woodward from an empty storefront into a stylish retail showcase featuring curved sofas, merchandise display areas, a small stage and plenty of room to mingle, are expected to be in full swing later this week.

The CityLoft project represents a \$500,000 investment

by Somerset and its sponsors: Quicken Loans, Cadillac and Bank of America, Somerset representatives said. Quicken — which last year moved its headquarters from Farmington Hills to downtown Detroit — is paying the rent for CityLoft.

A yet-to-be-determined

portion of the proceeds from Somerset Collection CityLoft will benefit ID 1441, a new charity the mall has created. ID 1441 (ID stands for Improve Detroit and 1441 is the CityLoft address) will dole out money to Detroit-based charities. CityLoft represents a significant a step forward in a downtown

that's been largely abandoned by major retailers.

Even with its limited schedule and trunk-show format, retail experts said CityLoft has the potential to change the city's retail landscape.

"Let's get it on! I think it's a great idea," said Michael Ber-

See CITYLOFT, PAGE 9A

Detroit's downtown 'starting to fight back' - Washington Times

The Washington Times

Detroit's downtown 'starting to fight back'

Upwardly mobile lead the way

0 Comments and 0 Reactions | Share Tweet | Email | Print |

By Andrea Billups

The Washington Times

8:22 p.m., Sunday, August 7, 2011

DETROIT — For the past seven months, geologist Dan Ten Brink has made his home in a loft in Detroit's downtown, working at an upscale cafe to make ends meet while on the lookout for a more



and riding his bike all over town, and he notes the small-town feel that is less overwhelming than, say, relocating to Detroit. Although the city has lost

cluding a 25 percent drop from 2000 to 2010, one

professionals ages 24 to 35 who live downtown, according

in midtown and several large companies such as the

to live nearby - the rebirth of Detroit is capturing the

ers who say they want to get in on the ground floor of

ten Brink said. "A lot of people have moved in from the

ing urban culture.

an area to be around. I feel like new things are

essance, a foreclosure epidemic and epic blight, Detroit

the best American city for business.

who support the emerging business and creative mojo say

venting itself amid criticism from outsiders that the Motor

crime-ridden.

connection to the magazine - a Detroit-area native who is

owns and manages the tony Somerset Collection shopping

etroit's once-resplendent Woodward Avenue, now a mishmash

ct. The 4,500-square-foot retail space offers a sampling of

avor Dave Bing, the former Detroit Pistons star who has faced

criticisms that his business sensibilities outweigh his

is ready to come back."

RETAIL CONSULTING

MEIJER

FEBRUARY 2014

Meijer women's apparel assessment, Royal Oak store (Coolidge Hwy. at 14 Mile)

For: Christina Fecher, Meijer Community Relations Specialist

Prepared by: Edward Nakfoor, Birmingham-based retail consultant
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February 4, 2014

In advance of my visit I reviewed fall + winter 2013/14, pre-spring 2014 and spring 2014 women's apparel, accessories and footwear trends.

Indeed, many of the **key fashion trends** are evident: prints, pastels, cropped jackets, ankle boots, sailor/nautical-inspired colors and silhouettes, peasant- and folk-inspired looks, black and white pairings, and platform and embellished sneakers.

What caught my eye were the **bags and backpacks** ... animal prints, colorful stripes, camouflage patterns and the black and gray backpack with skull applique. I was especially drawn to the MIMOSA colorful totes and small handbags; the bright striped lining of the black bags is an especially nice touch.

In **jewelry** I liked the wide silver cuffs and mid-width bronze cuff, as well as the companion pieces, for their chic simplicity.

These looks/brands are **fashion hits**:

- CUPID'S DIARY is very much on trend, especially its navy/white chevron pattern blouse
- the tank dresses, too, are spot on in terms of color and pattern
- TRUCE peasant blouses hit a style homerun
- DEREK HEART tops, FRED DAVID blouses and FRENCH LAUNDRY shirts are nicely styled
- ZAC & RACHEL white, pink and tangerine "tuxedo" shirts, the MILE GABRIELLE navy/white shirtdress and ALEXIS BRITNEY colorful, cropped blazers definitely up the store's fashion quotient
- in footwear the TWIST ME "reversible tongue" high top is a "must have" as are the UNLISTED black strappy sandals and black platforms

Conversely, the **fashion missteps** I saw – mostly due to shape, construction, too many trends in one item – include:

- FALLS CREEK striped and embellished Ts
- AB ALLISON BRITNEY long skirts in gray, blue and blue/white stripes
- JESSICA SIMPSON sweater dresses
- the embellished denim; I didn't see any product without exaggerated stitching, fading or whiskering ... the needs of the more traditional shopper aren't addressed
- FRENCH LAUNDRY black cropped pant with silver stud piping
- many garments in the Women's department look uninspired
- in footwear the rhinestones on the black platform sneaker are an unnecessary embellishment, the A2 ankle boots – while the right trend – aren't conceptualized well, the pumps have a dated silhouette and the department is lacking in such key spring styles as bright pumps, printed brogues, metallic oxfords, colorful sandals, woven platforms and peep-toe booties

meijer

Newsroom

About

News

Meijer Aims to Challenge National Retailers in Fashion Space

Best known for grocery, retailer recharges one-stop shopping experience with stylish mix and match apparel for the whole family



Feb. 12, 2014

Contact: Christina Fecher, 616-735-7968, christina.fecher@meijer.com

GRAND RAPIDS, Mich. – Meijer is best known for the freshness it offers in the grocery aisles, but more and more Meijer customers are now also looking across the center aisle for bright colors, geometric patterns and advice thanks to a major initiative to upgrade its apparel offerings.

"Restyling our fashion offerings is not only great for our customers, who are searching for on-trend fashion items at the right price, but it also enhances the Meijer promise of a one-stop shopping experience," said Peter Whitsett, executive vice president of merchandising and marketing at the Grand Rapids, Mich.-based retailer. "We knew our investment was sound over the holiday season when apparel realized a nearly 20 percent increase in sales."

Meijer and its Style Team unveiled this fresh approach in the fall through the distribution of a Fashion Look Book, social media and a new website, meijerstyle.com, that focused on inspiring customers to create the look that fits both their style and wallet. The Meijer Style Team is led by Lynn Hempe, the retailer's group vice president of softlines, and includes her buying team and input from fashion advisor, Mariana Keros, who has tracked the nation's hottest fashion trends for more than 20 years.

"We want our customers to know that we are serious about offering the most up-to-date fashion in our stores," Hempe said. "Our goal is to find that just-right mix where affordability and on-trend fashion inspire our customers to recognize opportunities to update their day-to-day style."

The efforts have not gone unnoticed, elevating the retailer's potential to compete with national retailers in this space, said Edward Nakfoor, an independent retail consultant based in Birmingham, Mich.

"Meijer is taking substantial steps to expand and upgrade its fashion offerings as evidenced by the variety of on-trend merchandise. The creation of its dedicated fashion website and social media activities can greatly enhance these in-store efforts," Nakfoor said. "The key, though, will be for Meijer merchants and marketers to solidify its presence in the seasons ahead, allowing it to become a true challenger to the well-entrenched competitors in this space."

RETAIL CONSULTING

ART VAN FURNITURE, PROPRIETARY COLLECTION BRANDING

FALL 2004

Objective:

To create an overall brand name/image for Art Van's new proprietary furniture collection targeting consumers not of the custom of shopping at Art Van, while not excluding its existing customers. The name must also have meaning to, and clarity for, Art Van sales associates.

The new name should encompass all of the attributes of the brand, such as:

Hindsight Collection is to never worn, original vintage eyewear, AS
_____ is to well made, stylish, affordable furniture by Art Van.

Brand Name:

Placement

The Art of Living Well

Goodesign

The Art of Living Well

Occasions

The Art of Living Well

caraVan

The Art of Living Well

caraVan Collection

The Art of Living Well

Collage

The Art of Living Well

aVante Collection

The Art of Living Well

Point of View

The Art of Living Well

Essentially by Art Van

Smart Design + Smarter Price

Kasel Collection

Smart Design + Smarter Price

Possibilities

The Art of Living Well

Design Studio

The Art of Living Well

Domesticity

The Art of Living Well

The Collaborative

The Art of Living Well

Rooms

The Art of Living Well

Framework

The Art of Living Well

Interiorscape

The Art of Living Well

Essentials

The Art of Living Well

Art Van Originals

Smart Design + Smarter Price

Anthology

The Art of Who You Are

Art Van Furniture

PROPRIETARY COLLECTION BRANDING

Working Name: Anthology

Working Tag: The Art of Who You Are

Brand Backgrounder

With each room there is a story to tell. Where you've been, where you're headed, and most importantly how you got there.

It's your aesthetic. Honed over time, it's the most personal of signatures that define who you are.

Ever changing, perhaps, but always discriminating. The fabric of a chair. The hand-carved details. The thoughtful touches found in unexpected places.

And when the pull of the familiar is too great to resist, you effortlessly mingle current favorites with surprising discoveries.

With such inspired design, the anthology you're composing continues to unfold.

Look around and discover The Art of Who You Are.

RETAIL CONSULTING

MACY'S LEGACY STORES for ELLIOTT MANAGEMENT

APRIL 2007

EDWARD F. NAKFOOR

RETAIL CONSULTING • BRANDING

MACY'S LEGACY STORES/CONVERTED STORES

Analysis + Observations

Dan Isaacs for Elliott Management Corp.

April 2007

THE SITUATION

Federated's official re-branding of the May Co. doors as Macy's in September 2006 created a retailing behemoth with 818 stores in 64 of the top 65 metropolitan areas with a footprint in 45 states, the District of Columbia, Guam and Puerto Rico.

Following the May Co. transaction, Macy's created seven operating divisions: East, West, Florida, Midwest, North, Northwest, and South. Some are entirely comprised of legacy stores; others home to only former May Co. units; and some a combination of both store types.

Six months on, how successful is the integration of those former May Co. stores into the Macy's organization, are consumers responding favorably to the national identity campaign, and will the initial downward sales trend continue?

THE ANALYSIS

The consensus in recent conversations with retail consultants, former executives, securities analysts, retail leasing specialists, and market researchers is that the transition, while challenging Federated's financials last fall and into holiday due to transaction costs, and the fact that May Co. comp store sales were down 10% at the time of the conversion, is expected to present less of a challenge this spring. Further, they expect results to be even more positive in the second half of the year.

One exception, however, is the Macy's North division i.e., the 62 former Marshall Field's stores and one legacy store at Mall of America. In particular, the stores in the North division with the most difficulty retaining their customers are those in the greater Chicago area — especially the State Street flagship which all agree is operating far below expectations — and to a lesser extent those in Minneapolis/St. Paul, and metropolitan Detroit.

Of course, residents of Detroit and the Twin Cities experienced a loss of their grand local stores when Hudson's and Dayton's, respectively, donned the Marshall Field's script early in 2001. Thus, the collective groaning in Chicago last year at the news that Marshall Field's days were numbered was met with little more than a "been there, done that" -sigh in the rest of the North region.

As one Chicago-based retail leasing specialist said of Macy's Windy City debut, "the reception [to Macy's] has been poor and a lot of people are resisting [Macy's] private brand items." She also added that enthusiasm for the company's effort to integrate itself into the fabric of the community — for example bringing back to State Street the production of the iconic Frango mint — is tepid at best.

— continued —

RETAIL CONSULTING

THE DETROIT NEWS EDITORIAL ROUNDTABLE

JANUARY 2013

The Detroit News

Opinion Editorials

January 31, 2013 at 1:00 am

Experts weigh in on downtown Detroit's retail revival

What comes first, the chicken (residents) or egg (more stores)?

By The Detroit News



Downtown Detroit, for so long a weakness, has become one of the city's major selling points, a sign of Detroit's rebirth. (Daniel Mears / The Detroit News)

Downtown Detroit's Hudson Department Store closed 31 years ago this month. Detroit News Assistant Business Editor Richard Burr discussed where downtown's retail revival stands and where it needs to go with a panel of Detroit area development and retail experts. The following are edited excerpts.

The Detroit News: Downtown has been viewed as a development and retail desert for a long time. Now we're seeing a little bit of stirring because Quicken Loans Inc. Chairman Dan Gilbert has bought some buildings downtown and declared that he wants to attract more people and stores downtown. Where are we with the development and retail comeback of downtown Detroit?

Jackson: We definitely appreciate Gilbert's investments downtown. I would say that, in terms of the chicken and the egg, you are still working on accommodating more residents downtown — people who will be here 24 hours a day. By continuing to go after more residential (housing), that would obviously help in terms of the retail. That was a key factor in the Whole Foods decision (to open a store in Midtown).

Bieri: We certainly have been through a long journey of attempted comebacks. Detroit's always going to find a way to step on its own foot. In this case, I think the momentum can sustain a few more missteps, but I expect this place to be a heck of a lot better in the next five years than today.

Nakfoor: I certainly agree that there's a greater vibrancy. Any talk of this retail push needs to think about the idea that retail can't necessarily survive on lunch-hour business. The number of stores at the Renaissance Center has dwindled over the years, (even though) you have a captive audience there. You need an infusion of people living there.

It's a challenge. Cities that have a larger daytime population are struggling. Macy's announced that it's closing its Houston and St. Paul, Minn., flagship stores. The Saks Fifth Avenue in Pittsburgh, which has a vibrant city center, closed in March, but it still has Macy's downtown.

Detroit never had that apartment culture. Without having that anchor, that's a challenge.

The Detroit News: Retail analyst Ken Dalto said Detroit needs a first big retail domino to fall — then maybe others will follow. What kind of retail outlet might get the ball rolling?

Bieri: We've got one coming, Whole Foods. That's clearly a game-changer, and it will change perceptions of people that our real estate professionals ought to look at Detroit. One I'd love to get is Urban Outfitters. It appeals to the crowd that we're dealing with. Moosejaw Mountaineering certainly has some of that element, and I applaud the Gilbert organization for getting them down here (as a temporary store).

The ones that should come are the daily needs guys. CVS seems to be doing OK downtown. Radio Shack's not a glamorous tenant. The vitamin shop, GNC; a national sundry market; people need day-to-day items.

Nakfoor: It is really common now to hear a pretty big percentage of new employees coming downtown say, "I'm going to consider living here." My youngest son is moving downtown — I'm really happy about that. Talking to his friends, they're not even thinking of staying in the suburbs. They have to go downtown; that's where the action's at.

FREELANCE WRITING

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2008

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FREELANCE WRITING

BIRMINGHAM ECCENTRIC BUSINESS COLUMNIST

2014

A6 (B)
SUNDAY, DECEMBER 29, 2013
OBSERVER & ECCENTRIC MEDIA
HOMETOWNLIFE.COM

BUSINESS

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Keeping up the good fight in the digital age

Editor's note: This is the first installment of Maple & Woodward, a look at the work and retail scene from our new columnist Edward Nakfoor.



Edward
Nakfoor
MAPLE &
WOODWARD

Call me a classicist. Or a non-conformist.

I read newspapers daily and shop for books at bookstores. That is when I find a bookstore.

I purchase postage stamps and handwrite checks and make deposits with a bank teller. And despite having the latest technology at my fingertips I keep track of appointments in a date book and you'll always find me in meetings taking notes with pencil and paper.

Shopping online is anathema to me. In fact, I can count on one hand the number of purchases I've made online since the advent of Internet commerce.

You can't like me on Facebook. I don't tweet. My Instagram feed is woefully out of date.

The more I think about it, you could say

I'm a one-man army fighting the forces reshaping – misshaping, really – the way we conduct business and conduct our lives.

Persnickety and passionate

My passion for retail sparked from my earliest days working at Saks Fifth Avenue through high school, college and graduate school. I then learned my trade and the courtesies of smart business under the tutelage of the late retail and PR sage Fred Marx, and further honed my skills at local public relations agencies and in corporate PR departments before setting up shop in 2000.

When I visit stores it's as much for the experience as it is for the shopping. So with a critical eye I take in the scene, ever evaluating. That I



have strong opinions – good, bad, indifferent – and freely share them is an understatement.

I'm a creative type, a thinker, a reader and steadfastly believe in the power of the press to inform, of course, but also in its advertising prowess. So it's no surprise that I bristle when pundits declare traditional media all but extinct. Anecdotally, my clients benefit when they advertise or are included in

a news story.

And with so much visual and audible clutter clogging our In Boxes and mobile phones and personal spaces, wouldn't it be refreshing to connect personally rather than electronically?

Finally, I'm ever the educator when friends, family or strangers quip that they only shop online or worse, while visiting bigger cities ... "There's nowhere to shop in town." Really?

Resolving to do better

Those pencils and notebooks, never the bought-in-bulk variety, are as much conversation pieces as they are conveniences; I'm a faster scribe than typist.

My locally-purchased wardrobe, while garnering compliments, keeps my neighbors employed and clients in business. And they in turn patronize adjacent businesses and on and on.

Consider: in a metropolitan area with little to no population growth and scant tourism we have only ourselves to support the businesses and entrepreneurs that make this place distinct from every other place, and to keep our tax base strong to support the public safety and superior schools and excellent services we expect and, quite often, take for granted.

Personally and professionally my life is made richer – literally and figuratively – when the local business communi-

ty thrives, when innovative enterprises open and established merchants mark another year.

In 2014 I'll continue my campaign for greater acceptance and acknowledgment of civility and grace, professionalism and respect, humility and style; to encourage a little less social media and a lot more socializing; to share advice, unsolicited or otherwise; and to support what's in my backyard.

These aren't quaint, sepia-toned ideas. Nor are they indicative of a provincial attitude. Rather, they demonstrate a penchant for respectfully working hard and, most importantly, working smart.

Keep reading in the coming weeks for ideas to work smarter in the year ahead.

Ed Nakfoor is a Birmingham-based retail and public relations consultant. He is also a Birmingham resident. Contact him at ednakfoor@comcast.net.

ABOUT EDWARD NAKFOOR



20-year retail PR and marketing specialist

Frequent expert media resource

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Visiting Assistant Professor of Journalism,
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BA, University of Detroit

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SELECTED CLIENT PORTFOLIO

CITY OF BIRMINGHAM,
PRINCIPAL SHOPPING DISTRICT

SOMERSET COLLECTION

CITY OF GROSSE POINTE,
THE VILLAGE

ART VAN FURNITURE

MEIJER

ELLIOTT MANAGEMENT

TENDER

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