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Charles V. Tines The Detroit News

Addition of Nordstrom and other high-end retailers to Twelve Oaks is expected to make the Novi mall more of a destination shopping spot.

## Nordstrom debuts Friday at Twelve Oaks

Upscale retailer part of \$63M expansion at Novi mall

Jennifer Youssef / The Detroit News

NOVI -- Helen Curtis has been holding off buying new clothes for weeks, even though she needs some pants that fit now that she has shed 20 pounds.

The 42-year-old Southfield teacher put off the purchases until she can shop at the new Nordstrom store that opens Friday at Twelve Oaks Mall in Novi.

"I've been wearing my old dresses and skirts and holding them up with safety pins," Curtis said. "But I didn't want to go out and spend money on new clothes before I got a chance to check out the selection at Nordstrom."

She and thousands of shoppers are expected to do just that on Friday, when a \$63 million, 97,000-square-foot wing at Twelve Oaks -- with the new Nordstrom department store and 31 other shops -- opens to the public. The project, which began in early 2006, also included renovations of the existing mall and a 60,000-square-foot expansion at Macy's.

The addition of Nordstrom and other high-end retailers will make the mall more of a destination shopping spot, said Taubman Centers Inc., which also owns Great Lakes Crossing in Auburn Hills and Fairlane Town Center in Dearborn. The Bloomfield Hills-based company will broaden its footprint in Metro Detroit

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even further on Oct. 18 with the opening of the \$155 million Mall at Partridge Creek in Clinton Township.

Twelve Oaks, at 30 years old, needed an update, especially in the competitive Metro Detroit environment, said retail analyst Ken Dalto of Kenneth J. Dalto & Associates, a management and financial consulting firm in Farmington Hills. The mix of new stores will attract shoppers from everywhere in the region, he said.

"It will absolutely be a boon for Twelve Oaks," he said. "Nordstrom is a draw in my town. I think it is the best retailer in the country, and Twelve Oaks needs that shot because the demographics have shifted since it was built (in 1977).

"It will inject some new blood into a center that needs to keep up with the times."

#### Pre-opening Nordstrom event

Before Twelve Oaks officially opens at 10 a.m. Friday, customers are invited to special events starting at 8:30 a.m. They include a free gourmet breakfast, giveaways and cosmetics demonstrations and consultations at Nordstrom.

Anyone wanting to attend those events should enter through the valet entrance at the Nordstrom wing. The first 450 people through the doors will receive a gift bag.

Throughout the weekend, complimentary food stations scattered throughout the Nordstrom Wing will offer frittatas, quiche, a yogurt bar with pick-your-own toppings, fresh fruit, smoothies, fruit cocktails, cappuccino and homemade baked goods.

After fueling up, visitors can learn about the latest beauty tips on the lower level of the Nordstrom store. Beauty and fragrance consultants will provide free consultations and demonstrations.

In honor of the center's 30th anniversary, all the stores and restaurants will offer special sales and discounts this weekend, said Peggy Hayes, marketing and sponsorship director for the mall. Live musicians will also be performing in different areas of the center.

"We're really celebrating the whole transformation of Twelve Oaks," she said.

You can reach Jennifer Youssef at (313) 222-2300 or [jyoussef@detnews.com](mailto:jyoussef@detnews.com).

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Charles V. Tines The Detroit News

**Besides Nordstrom, 31 other new stores will open Friday when the 97,000-square-foot wing debuts. See full image**

#### ▶ [New Twelve Oaks retailers](#) Biz-Retail

### Grand opening

**What:** Grand opening of the new Nordstrom wing at Twelve Oaks Mall.

**When:** Special activities begin at 8:30 a.m. Friday and continue throughout the weekend. Official opening is at 10 a.m.

**Where:** 27500 Novi Road, Novi. Expansion is on the southeast corner of the shopping center.

**Special happenings:** From 8:30 to 9:30 a.m. Friday, customers who enter Twelve Oaks through the valet entrance will get swag bags filled with samples and gifts from the dozens of new stores opening that day. Also offered will be a complimentary gourmet breakfast, giveaways and cosmetics demonstrations and consultations.

**New stores:** Among the new stores are Arden B, Coldwater Creek, Florsheim, For Love 21 (an accessories store by Forever 21), Amy's Hallmark, Illuminations, the Levi's Store, Lucky Brand Jeans, Lucy, Lush Fresh Handmade Cosmetics, Martin + Osa (a division of American Eagle Outfitters), Oakley O Store and Skechers.

**Expansion details:** 97,000-square-foot, \$63 million expansion, including 165,000-square-foot Nordstrom department store and 31 other retailers. Expands mall from 1.2 million to 1.5 million square feet. Renovations of existing mall include new elevator in the Lord & Taylor court; new furniture, carpeting, lighting, interior and exterior signage; and four enhanced mall entrances

Source: *Twelve Oaks Mall*

### New retailers

The new retailers at Twelve Oaks mall, plus the stores moving from the existing wing to the new wing, or close by:

#### New wing

- \* Arden B
- \* Betsey Johnson
- \* California Pizza Kitchen, opening spring 2008
- \* Clarks
- \* Coldwater Creek
- \* Florsheim
- \* For Love 21
- \* Guess
- \* Hallmark Gold Crown Store
- \* Illuminations
- \* The Levi's Store
- \* Lucky Brand Jeans
- \* Lucy
- \* LUSH Fresh Handmade Cosmetics
- \* Martin + Osa, a Michigan first
- \* Metropark
- \* Moonstruck Chocolate Café
- \* Nordstrom
- \* Oakley O Store