

Have a Lolly Jolly Holiday

THE LOLLY ELLA FAMILY CHEERFULLY CHATS ABOUT THEIR "LITTLE SHOP THAT COULD"

This holiday season marks the fifth birthday of Lolly Ella, a delightful West Bloomfield fashion jewelry and accessory shop that has taken on its own persona. Its ebullient owners have been breathing life into their charming store since November 2005, and, today, it beams brighter than ever.

Much of the shop's success is due to the strong family bond of its six co-owners Dan and Janet Strauch and their four daughters, Erica, Danielle, Michelle and Pam. And, since the store is a tribute to the family's beloved female forebears, its owners share a passionate incentive to fan its flame.

Customers not only respond to Lolly Ella's stylish, yet affordable jewelry, handbags and accessories, but also to its warm, familial feel. Danielle notes, "Because we're family-oriented, women of all generations are comfortable shopping with us. Erica shares, "We bring a personal touch to business. People are inspired by our family bond, and they, in turn, share their lives with us." Michelle relays a telling moment, "A college-aged customer asked us never to close because, when she has kids, she wants to bring them here to shop."

HOLIDAY VOGUE

Although "Dad" Dan, a retired electrician, is always on call to offer a helping hand, let's face it – it's the Strauch ladies who have the eye for fashion. They attend the important trade shows and are constantly educating themselves about what's hot (and what's not!).

So, what's "au courant" for the holidays? On the very femme side, crystals and pearls, but with a real wow factor. Pam says, "There's a throw-back to vintage Hollywood glam, and bold statement pieces are 'in'." She notes that earrings with posts are making a comeback, but in a bolder, more dazzling incarnation. "Layering lots of glittery bracelets is a popular trend," she says, "and the 'pop' of multi-colored pieces is exciting."

Erica remarks, "Today's look is luxe, with an element of romance. You might notice floral or bow embellishments." Janet adds, "There is also a demand for clip earrings, and we carry a great, high-style selection."

On the more casual side, burnished metals are overshadowing the shinier tones. A mix of metals creates a cool edge, such as a necklace



or bracelet woven with strands of antique gold, gunmetal, copper and bronze, dotted with a few sparkling stones for interest.

THE GIVING TREE

With its generous spirit, the Strauch family holds fundraisers for many charitable organizations including Shades of Pink Foundation, Abigayle's Place, Beaumont Hospital's Ministrelli Women's Heart Center and many more. Pam says, "We are so grateful for what we have been given, and we want to give back to the community."

In support of another favorite charity, Homeless Angels Foundation, a unique pewter angel charm "LifeLinks" bracelet has been designed exclusively for Lolly Ella by renowned metro area jeweler and artisan Link Wachler. The contemporary piece costs \$15, and 100% of the proceeds will be donated to the Baldwin Center in Pontiac.

The bracelet can be purchased at the "Metro You" Holiday Celebration at Mesquite Creek

in Clarkston on December 2nd, between 6 and 9 p.m. Or, pick one up on December 4th, from 10 a.m. to 5 p.m., at Lolly Ella's annual Lolly Jolly Bash. (On that day, also receive \$10 off other purchases amounting to \$50 or more!) The angel bracelet will be sold at the store while supplies last.

FASHION FORWARD

Actress Joan Collins recently appeared on the new CBS daytime talk show "The Talk" and pronounced her love for today's costume jewelry because it's exciting, looks so authentic and incurs less worry about loss or theft. (She even bestowed her stunning faux diamond ring upon the show's co-host Sharon Osbourne, who couldn't stop drooling over it!)

Pam agrees with Joan and adds, "Our clientele crosses all economic sectors. The industry has exploded, and, today, costume jewelry designs often set the trend."

Janet adds, "The choices are amazing, and we offer innovative styles that suit individual tastes and lifestyles. When we help with suggestions, we're as much about touching someone's life as we are about jewelry."

The shop's eye-catching décor blends contemporary and vintage elements, and though displays have changed and evolved through the years, the Lolly Ella essence remains the same. Pam notes, "We've set a certain expectation. And now, it's even better. There is a huge social acceptance of fashion jewelry, and people are embracing the endless choices and improved quality of today's costume trends."

Pam says, "We took a leap of faith five years ago, and we've become a destination. We're here to stay!"

*Elaine Perlin Crossley
Metro You Magazine*

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