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CELEBRATING WEST BLOOMFIELD/ORCHARD LAKE LIFE

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Little Shop of Sparkle

Boutique glows with jewelry, warm personalities and treasured memories

By Elaine Perlin Crossley Photo by Daniel Lippitt

Last November, curiosities were piqued as a new shop with a colorful curlicue sign opened its doors in the West Bloomfield Plaza.

Almost one year later, co-owners Janet Strauch and her daughters, Pam, 26; twins Danielle and Michelle, 28; and Erica, 31 have charmed their way into the heart of West Bloomfield with Lolly Ella, a specialty shop brimming with fashion jewelry, handbags and accessories at affordable prices.

Word has spread, and this bevy of beauties from Brighton now enjoys a customer base spanning the metro area as people discover both the “glam” inside the shop on Orchard Lake Road and the story behind its name. Lolly Ella is not one particular person, but rather the inspiration of three women — the four sisters’ late grandmothers, Lolly Strauch and Eleanor Mansoor, and their late great-grandmother, Stella Hramiec.

Personal artifacts and photos of these special ladies adorn the shop. The sisters fondly remember playing dress-up in front of “Grandma Stella’s” vanity, with its once “secret” drawer. Now, it has taken its place in the store as a vintage display piece.

Janet says of the family’s foremothers, “They were amazing women of various cultural backgrounds who survived the struggles of leaving their homelands and assimilating to America.”

Pam adds, “And living through the Depression, they maintained their dignity. They sewed their own clothing, yet remained fashionable by emphasizing such details as beautiful fabric, buttons and costume jewelry. They had such flair!”

Creativity has obviously trickled down the family line. Janet’s husband, Dan, an electrician, helped actualize his brood’s design visions for the shop.

“Our dad is so talented, yet so humble,” Danielle says. “He created our beautiful granite-topped mosaic counter from an old riser that was just sitting in the window. The more impossible the task, the more he takes on the challenge.”

These fun-loving, savvy gals forecast trends, bring in the latest sizzling styles, suggest ideas for weddings and other special occasions, or simply help create that “pop” for an outfit. Pam says, “Any female of any age can shop here, and leave looking like a million bucks without spending it.” ❖