

# Teen gifts run the gamut from sports gear to salon services

BY JILL JENKINS  
Special to the Record-Eagle

When buying for teenagers this Christmas, think beyond CDs, money or a new pair of jeans.

Instead, think subwoofers, funky jewelry, pedicures, facials and wakeboards. Area businesses offer shoppers plenty of gift options for teenagers.

If there's a water sports enthusiast on your list, check out Action Water Sports in Traverse City. The store, which opened last June, is co-owned by Kevin Wright. Drawing on his partner's experience with an Action Water Sports store downstate, Wright believes people won't be deterred from buying summer-themed gifts in winter.

"A lot of people do come in and buy these items as Christmas gifts," Wright said. "We have two brands of wake-boards — hyperlite and CWB. We also carry hyperlite and CWB boots."

For the skiing enthusiast, the store carries waterskis, helmets, vests, tubes, and wake-surfing gear are also available. Along with having the variety of in-stock items, the staff at Action Water Sports is knowledgeable about the products they're selling.

"We are not only a dealership," Wright said. "We are also skiing enthusiasts."

Traverse City's Pavlova Day Spa Salon is offering shoppers a new gift idea for teen girls, said owner

Anne Pujos.

Every Sunday, from noon to 5 p.m., Pavlova is offering Teen Night — a spa experience designed for girls ages 12 to 19.

"I've been thinking about this for 10 years and with the encouragement of my staff, decided that the time had come to reach out to a new clientele who will have a group of special packages, services and prices just for them," Pujos said. "The atmosphere we will create will be just for them and very different than what their mother might experience as a client here. They will know that when they walk in the door. And when they leave, we want them to feel good and confident about themselves, and to have fun in a way that they couldn't anywhere else."

Some of the services teens will be able to schedule — at discounted prices — include facials, manicures, pedicures and haircuts. Pavlova workers will also be offering tips on skin care, hair care and make-up in an effort to help build self-esteem.

A brochure listing all services and prices is available at Pavlova. Gift certificates are also available.

Next door to Pavlova is Euphoria, a store that sells fun, funky and natural products like jewelry, totes, and fragrances.

Owner Nicole Maile thinks some of her biggest sellers this season will be

ribbon necklaces, hand-beaded cuff bracelets made by a women's co-op in India, faux leather bracelets, totes and Zents Concreta.

"Women of all ages really like (the ribbon necklaces)," said Maile, who buys them from an artist in San Francisco. "The artist always laughs when I call and order more because I seem to go through them quicker than everybody else he's dealing with."

The faux leather bracelets have words made of metal on them such as joy, dance and peace. Customers can special order these bracelets with up to five letters; the bracelets will arrive within two to three weeks.

Maile's totes are also popular gifts this time of year.

"These have really fun, funky fabrics," Maile said. "These are big sellers, especially at Christmas. You can use it as a gift bag, too, and put stuff in it."

The Zents Concreta, a perfume balm, should also prove a popular gift this year for girls just starting to experiment with perfume.

"These are really nice for young girls," Maile said. "You have more control over how much you're putting on."

For the high-tech gadget aficionado on your list, what about a portable DVD player?

At Circuit City in Traverse City, customer service



Record-Eagle/Jim Bovin

Wendy Tebben of Pavlova's cuts the hair of Brittany Wiggins, 15, of Traverse City. Last Sunday was Pavlova Day Salon's first Teen Night, catering to girls ages 12 to 19. Below, Taylor Byington, 13, has a pedicure from Michelle Radtke.



associate Brett Chouinard said, "Portable DVD players are a hot seller now."

Chouinard also recommended any gift that has to do with cars and video game consoles.

"Anything that has to do with car audio is a big seller (like) CD players and subwoofers," he said. "And video game consoles are a huge one. You wouldn't believe how many of them we sell."

Jill Jenkins is a local freelance writer.

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