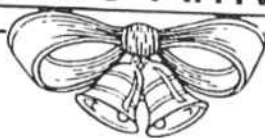


Santa's Arrival



Briarcliffe Mall Beginning To Look Tropically Christmas

Copy provided by
Briarcliffe Mall

It looks a lot like Christmas around Briarcliffe Mall, but in a tropical sort of way. That's because the mall just received a shipment of more than 1,200 new tropical foliage plants from Sunset Hills Foliage in Laurel, Md.

The plants, which will remain in the common areas of the mall on a year-round basis, help give the mall a lively, warm feeling, according to J.R. Relford, director of operations for Briarcliffe Mall.

"Live plants complement a mall's interior design and really give it a complete, professional look," Relford said. "We removed our old interior plantings recently and brought in all new ones. We feel the new plants will be here for a while because they are hearty and are geared to interior design."

Sunset Hills Foliage handles interior plantings for many regional malls in the eastern United States. They have their own tropical foliage nursery in Florida that provides the plants.

"We have worked with Sunset Hills on several occasions at our other malls and they do an excellent job," Relford said. "They grow their own plants and they are guaranteed."

Many varieties of palms, ficus trees, philodendron and dracena dot the interior landscape of Briarcliffe Mall in built-in planters and free-standing, decorative pots.

The interior landscape also includes pothos, silver queen, and dieffenbachia. Flowering plants such as spathiphyllum are also abundant throughout the mall.

In addition to the 1,260 plants already in the mall, additional plants will be used seasonally. Poinsettias, for example, are in for the Christmas season. Easter lilies will be used for Easter, and chrysanthemums (mums) and other flowering plants will be used in the spring, summer and fall.

"We have some large plants and some low-growing plants that absolutely cover a planter," says Relford. "We have several ficus benjamina (weeping fig) that almost touch the skylights in the common areas. Some are more than 15-18 feet tall."

While tropical foliage is grown mostly in tropical and subtropical climates, most will prosper indoors with proper care and have become a staple in successful, upscale malls such as Briarcliffe Mall.

Relford and his staff at Briarcliffe Mall are using local plant experts to maintain the plants — watering, pruning and fertilizing.

Many malls either lease their interior plants or buy them outright and get a maintenance contract for their care.



J.R. Relford of Briarcliffe Mall makes sure that the more than 1,200 tropical plants bought recently stay in good shape. The mall underwent a foliage facelift in October.

Belk



YOUR
PURCHASE
PURCHASE
PURCHASE

Christmas... Is Belkie Bear!

The magic of Christmas begins at Belk, so show them you care, give them Belkie Bear! Our Belkie Bears are yours for just 10.00 each with any 50.00 purchase.

2-118153

Briarcliffe Mall
272-4200

Myrtle Square Mall
448-1516

