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Haberdashery Celebrates with Fundraiser

The Shirt Box marks 30 years in business with a fundraiser for prostate cancer research.

By [Joni Hubred-Golden](#) [Email the author](#) September 22, 2011[Print](#)[0 Comments](#)[Recommend](#)

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[The Shirt Box](#) co-owners Rod Brown and Ron Elkus don't go a week without hearing about someone fighting prostate cancer.

They've spent the last three decades keeping men in southeast Michigan dressed in the latest fashions. It stands to reason they would know so many people touched by a disease that is the second most common cause of cancer deaths in American men, according to the American Cancer Society. Prostate cancer hits one in six men in the United States.

When the partners began planning a 30th anniversary celebration for their Farmington Hills store, they wanted to find a way to benefit the community, while honoring the relationships they've built with customers over the years. They chose a charity event, with fighting prostate cancer as the focus.

"It's natural for us to be involved in it," said Elkus, of Huntington Woods. When looking for an organization to support, he added, "We wanted to keep the dollars in Michigan."

Their research brought them to Dr. Michael Lutz, Shirt Box customer and partner in the Michigan Institute of Urology (MIU), and MIU's nonprofit Run for the Ribbon. Held at the Detroit Zoo on Father's Day this year, the run raises funds for prostate cancer screenings, treatment and research.

The Shirt Box 30th anniversary event, which begins at 5:30 p.m Thursday, will honor two other longtime customers, WJBK-TV anchor Huell Perkins and noted author Jeffrey Zaslow. Elkus remembers Zaslow coming into the store "saying he was getting a shirt and tie for a very important interview. That's when he got the job for *The Last Lecture*."

The book, based on a 2007 lecture by college professor Randy Pausch, remained on the New York Times Bestseller List for an amazing 102 weeks. Zaslow's next project is a book about U.S. Rep. Gabrielle Giffords horrific shooting earlier this year.

"Jeff's a great guy, a really philanthropic guy," Elkus said. Zaslow still comes in from out of town to shop at The Shirt Box.

Those who attend Thursday's event will also be able to shop in the store. Elkus said fall fashions feature "a lot of layering," with oranges and browns being this season's popular colors. "The big, big fashion thing is the flip-up cuff and collar," he said.

"If people want to come into the store, that's great," Elkus added. "But it's really about giving back to the community."

"I think the overwhelming key to our success has been relationship building," Brown said. "It's a celebration of our store and a celebration of those relationships. I think that's why we love our jobs."

Restaurants donating food for the event include National Coney Island, Tomatoes A Pizza, Beans & Cornbread, Uptown Deli, Just Baked, Biggy Coffee and Schokolad (Birmingham location).

Tickets for *The Shirt Box 30th anniversary celebration* are \$25 and can be purchased [on the Run for the Ribbon website](#).

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