

**Gotta Have It, Want It, Need It, Buy It!  
Calling All Moms!  
Step Up to a New Season of Fashion Finds  
At Scarborough Town Centre  
Fall Fashion is ALL ABOUT MOMS**

***(Now that the kids are back to school... shhh)***

Scarborough, ON: Celebrate now that the kids are going back to school in a few short weeks with a fun, fashionable and fabulous wardrobe for the fall season that will take Moms right into the all important Holiday Season. This year, more than ever, it's important to buy investment pieces that will be easy to pull together for a date night with Dad or an evening out for martinis with friends.

**WARM UP** to soft and flowing retro styles from **MELANIE LYNNE**. Coats can make a big statement this year and will tie any look together quickly. Belted, 40's style winter white coat with collar (*photo 1*). **COZY UP** with the new knits. This year, knits will be a staple item in any woman's wardrobe for fall 2009. Black knit sweater with beautiful detailing (*photo 2*).



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**WORK IT UP!** With **SONY STYLE**: This red hot combination will make a statement anywhere you go. It makes taking the book anywhere easy. Sony's new digital red book (*photo 3*). **SWAROVSKI: SPARKLE UP** with a USB memory key disguised as a lock for career Moms on the go. Polished stainless steel and silver shade crystals set in Pointiage with slide-out and hooking mechanisms (*photo 4*).



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Leather is a top must have this year at **DANIER**. **START ME UP** and enjoy the ease and beauty of this detailed leather coat for weekend wear (*photo 5*). A great looking leather bag matches the look. At **ROOTS**, **ORGANIZE IT UP** by extending your wardrobe with a roomier bag (*photo 6*). This Lauren Bag in Rustler Leather is what makes easy, breezy style happen instantly – especially when you have to commute from the home to the office. Carry this bag all week long with room to spare for snacks, baby wipes, make-up and more! For nights on the town, **GIVE IT UP** with a pewter flower purse from the Red Carpet Collection at **TOWN SHOES**.



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Set off the look with accessories that can be worn from morning to evening. **TWIST IT UP** with a necklace or bracelet by **NYGARD** (*photo 7*). See how many ways you can wear it. At **THE BAY**, **GLAM IT UP** with **RALPH LAUREN**'s tortoise shell and silver bracelet. **DRESS IT UP!** With a knit top underneath a jacket or by itself. Bare arms and ruffles are a fashion statement this year. Sleeveless pink ruffle top from **COSTA BLANCA** (*photo 8*).



8

**FINISH IT UP** with ultra red lips. **PUCKER UP!** Red lips are hotter than ever this year. Find your perfect shade at **M.A.C**, or Dior at **THE BAY**, Estee Lauder at **SEARS** or with **SEPHORA'S** brilliant lip gloss (*photo 9*).



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**DANCE IT UP!** Celebrate the 60th anniversary of the ballet shoe during the weekends. **COSTA BLANCA X** (*photo 10*).



10

**WALK RIGHT UP** to this year's hottest combination: red and black is where it's at! Checked ballet shoe for running after the kids in style and comfort at **COSTA BLANCA X** (*photo 11*) and at night **STEP IT UP!** Cover up with style with opaque black tights and the over-the-knee sexy boots from **TOWN SHOES** (*photo 12*).



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**FRESHEN UP** your style with our Back-to-School "Must Haves" for the whole family and make it easy at Scarborough Town Centre. Located at Hwy 401 between Brimley and McCowan.

Hours are      Monday to Friday      10 am to 9 pm  
                         Saturday                      9:30 am to 7 pm  
                         Sunday                                      11 am to 6 pm.

**SCARBOROUGH TOWN CENTRE – WITH MORE THAN 240 SHOPS AND SERVICES, WE'RE STEPPING UP TO SERVE YOU BETTER.**

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