

FOR IMMEDIATE RELEASE:

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**JUST BEAT IT, BEAT IT, BEAT IT!
THE RUSH IS ON AT
SCARBOROUGH TOWN CENTRE**

**COZY UP WITH LAYERS AND BOLD IT UP
WITH GRAPHIC, BOLD PATTERNS, PLAIDS AND KNITS
AND PLAY IT UP WITH STYLE AND COMFORT**

Scarborough, ON: **BEAT THE RUSH** this year with great all season Back to School fashions at Scarborough Town Centre. With the weather changing from hot days to cool nights, back to school fashions can be worn right now with easy pieces for layering, bold colours, prints and graphics. For both boys and girls, the selection has never been better for the newest looks.

There's no need to wait until summer's over. Take advantage of fashion forward styles, a great selection of sizes, and the best selection, spreading out the season.

THE PLAIDS this year at **SIBLINGS** are eye popping, paired with the legging or a skinny jean. One of the new looks this season is the **80'S COMEBACK** – add a wide belt to synch in the waist and a pair of perfect ankle boots from **LA SENZA GIRL**. **MATCH IT UP** with a fabulous red checked jacket or blazer with checked rubber boots to set it all off.

“Don't commit a fashion crime! Leggings are not a trouser. Always wear them in a layered look such as a short skirt or a dress” says Scarborough Town Centre Fashion Director Julie Winberg. **PLAID** is where it's at for fall. **BOLD IT UP** with a flash of **RED WITH BLACK** for the look of the season.

At **MEXX KIDS** there are rich, saturated hues that pop against neutral basics and dark denim. From floral to stripes, flowers, tiers and ruffles, patterns and prints, matched with denim, and light weight fall coats, you can't go wrong. **MIX IT UP** and have some fun!

LAYERING has never been hotter. At **THE CHILDREN'S PLACE** they have created this look for both the boys and girls that couldn't be easier. There's the fleeced hoodie, orange and white golf shirts, and checked shorts. Brown velcro shoes set off the look from **OLD NAVY**. Choose from an array of pieces to mix, match and layer for this fun and exciting look for **BACK TO SCHOOL 2009**. Great for chasing the chills away!

STEP IT UP with style with a blue and black plaid top, black leggings and black ankle boots. Warm it up with a pink checked hoodie and layered tank top for cooler days.

For boys, khaki cargo pants are a staple in their wardrobe. Step it up with a bright orange graphic shirt with a white golf shirt underneath. Great for days when you can't make up your mind what the kids will wear – there's the two in one look with denim cargo pants and a two in one long sleeved shirt and Reebok running shoes.

For the sports enthusiast, there are the camouflage shorts, brown graphic shirt and white long t-shirt with running shoes for your skateboarding boy.

COZY UP with **KNITS AND SOFT FABRICS** to round out the Back to School wardrobe. Both girls and boys will always be comfortable in argyle patterns on sweaters, knitted vests and knitted dresses for girls. There's the fun green floral print dress and knitted vest, brown leggings and fringe boot from **LA SENZA GIRL**.

THE UNIFORM is a classic look that is always in style. Step up and make a statement with this traditional and simple look that says “I'm ready to make the grade”. Navy skirt combo white blouse vest with navy patent shoes **OLD NAVY** hair band from **THE CHILDREN'S PLACE** for girls. For boys get the look at **THE CHILDREN'S PLACE** khaki shorts/ blue shirt/navy vest/Tie from the Bay/ Black Nike shoes Champs Sports.

FRESHEN UP your style for the whole family and make it easy at Scarborough Town Centre. Located at Hwy 401 between Brimley and McCowan Ave.

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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