

SCARBOROUGH TOWN CENTRE

PRESS RELEASE

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BACK-TO-SCHOOL SHOPPING GETS SMART AND FASHIONABLE AT SCARBOROUGH TOWN CENTRE

STC + FALL TRENDS = ∞ GREAT FINDS AT FABULOUS PRICES



TORONTO: It doesn't take a whiz kid to figure out the answer to this equation. And while gearing up for its grand transformation reveal in mid-November, **Scarborough Town Centre** (STC) still keeps fashion top-of-mind with an infinite number of stylish back-to-school essentials at great prices. As it rolls out its fresh, new retail mix, STC understands it's economically smart shoppers and advises on valuable shopping tips and this season's latest trends.

Since knowing where to shop is half the battle, STC has parents covered as the one-stop retail shop with fashion staples to take students right through the fall season. Housing such retailers as **H&M**, **Aéropostale** and **Foot Locker**, parents can be price-conscious without sacrificing quality or style.

SHOPPING TIPS

"To enjoy the back-to-school shopping experience, make the shopping trip seem more like a leisure activity than a tiring task," said **Julie Hanning**, fashion director, STC.

- Involve the kids in creating a list of back-to-school "needs" while staying within budget. Purchase great value items, such as school supplies or clothing basics, in bulk at STC retailers such as **Wal-Mart**, **Sears** and **Dollarama**.

(more)

- Fit in some breaks throughout the day to keep kids energized, be it relaxing in designated seating areas or grabbing a bite to eat at the food court. STC has more than 40 specialty foods and fast food outlets.
- For parents shopping without their children, ask store managers what styles and colours are hot sellers to help avoid the hassle of returning items.

Teens shopping without their parents

For parents who feel their children are mature and responsible enough for their own back-to-school purchases, it's still useful to share some tips on wise money-spending:

- Create a shopping list with price points
- Look for items to mix and match with what's already in their closets
- Shop with reliable friends who can judge whether something is too expensive or doesn't fit well

FALL TRENDS

Plaid, the preppy uniform look and effortless layering are making another appearance this season. STC retailers such as **Mexx Kids**, **Old Navy** and **Bluenotes** showcase these trends in various, affordable pieces for the 5 to 15-year-old crowd. For a playful look, bows, ruffles and exposed zippers are *the* embellishments of the moment and **Gymboree** and **H&M** get it right with their tees and outerwear. For trend-forward girls, the cool, relaxed look is all rage. Boyfriend jeans from **Old Navy** are a hit and **lululemon**'s pants and hoodies are still covetable items.

"Although it's great to be on top of seasonal trends, it's also important to remember that classic pieces can provide a great canvas for experimentation with accessories like scarves, hats and bags," said **Hanning**. "STC retailers like **American Eagle Outfitters**, **ROOTS**, **the Bay** and **Town Shoes** have a wide selection of accessories and shoes to take any outfit up a couple of notches."

STC NEW RETAILERS

Ontario's first locations of **Jack & Jones** and **ONLY** – Europe's most sought after men's and women's denim and contemporary fashion – are at STC this fall. Other exciting new retailers include **PINK by Victoria's Secret**, **fiveoseven clothing** and **Hot Topic**.

This year, plan an early shopping trip to Scarborough Town Centre. Avoid crowds and long line-ups and get the best selection. A less rushed experience will make back-to-school shopping more enjoyable for everyone.

Scarborough Town Centre – with more than 240 stores and services, is *Freshening Up* to better serve the City of Scarborough. Located at Highway 401 between Brimley and McCowan Road, 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 is owned and managed by Oxford Properties Group. Visit www.scarboroughtowncentre.com for more details.