

FOREVER 21

Forever 21 Store Grand Opening in Scarborough, Ontario, Canada

Forever 21 is opening a new store to serve shoppers at Scarborough Town Centre

FOR IMMEDIATE RELEASE – Los Angeles, CA (November 8th, 2011) Forever 21 is set to open a new location at Scarborough Town Centre. A grand opening event is scheduled for Saturday, November 12th at 9:30 a.m. The first 300 people in line will receive a free \$21 CAD gift card. Two winners will get a chance to win one of the season's hottest outfits, each valued up to \$150 CAD. Shoppers will receive 10% off when they purchase over \$40 CAD or more on Grand Opening Day.

The new store will occupy over 26,000 square feet of retail space. Complementing Forever 21® apparel and accessories, the store will feature the retailer's other brands, including Heritage 1981®, a lifestyle brand for women; 21MEN™, a line of fresh, fast fashion for men of all ages; Love 21®, a contemporary women's line and our Love & Beauty™ cosmetics.

There has been a great deal of interest in the opening of this Forever 21 location. Forever 21 Executive Vice President Larry Meyer shares in this excitement and says, "We are very pleased to have been given the opportunity to expand our business into Scarborough Town Centre and serve our fashionable shoppers in that area. The customers there really understand our trends and we are looking forward to providing them with fun merchandise and an exciting shopping experience."

Forever 21, Inc., headquartered in Los Angeles, is a specialty retailer of women's and men's clothing and accessories, known for offering the hottest and most current fashion trends at a great value to consumers. Forever 21's model of fast fashion works by keeping the store exciting with new merchandise brought in daily. The retailer operates over 480 stores in the United States, with international operations in Canada, Europe, Ireland, Japan, Korea, Philippines, and United Kingdom. For more information please visit: www.forever21.com.

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