

SCARBOROUGH TOWN CENTRE

PRESS RELEASE

Nina Budman/Jessica McAfee
Budman and Associates
mail@budmanpr.com
416-515-7667

MEDIA CONTACT

STUDY IN STYLE WITH SCARBOROUGH TOWN CENTRE'S BACK TO SCHOOL

TORONTO, July 25, 2012: This fall, to help kids showcase their individual style, **Scarborough Town Centre (STC)** selected the top five back to school trends that deliver grown-up style but with a youthful twist. Children and teenagers see clothing as a form of self-expression and enjoy personalizing the hottest trends from the runway. This can make back to school shopping both exciting and challenging at the same time. With a great selection of affordable choices already in stores, STC offers up handy shopping tips for parents to make the experience fun for everyone.

- 1) **Preppy swag** is in! Get the look with penny loafers, collared shirts and collar-shaped necklaces. Accessorize with a pair of geek-chic glasses. Update classic Ivy League styles with textured lace, brightly coloured or patterned high-tops and splashes of neon.
- 2) Fun **prints** are fashionable. Florals, geometrics, Navajo and Aztec-inspired designs and Chinese prints are everywhere. Mixing, matching and clashing prints will definitely turn heads!
- 3) **Graphic tees** are a wardrobe staple, and STC's innovative selection has a style to flatter everybody. Try them with cardigans, blazers, jeans and even flirty skirts
- 4) Fall into **colour blocking**. The combinations are endless with a few investment pieces. Mix vivid colour combinations like cobalt blue and teal, purple and green, or yellow and orange. Get the look by wearing coloured denim or colour-blocked shoes and even get nails in on the act applying different colours or shades of polish to select fingernails.
- 5) **Step into style**. High-tops rule this season, featuring brighter colours, a variety of textures and more streamlined designs. Preppy loafers and retro deck shoes are walking back into the style spotlight as *the* perfect anchor to complement lively patterned outfits. Try them with bold ankle socks.

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"Back to school shopping is a fabulous opportunity for children and teens to showcase their own personal style," says **Julie Hanning, fashion director**, Scarborough Town Centre. "This year, everyone can really have fun with clothes and try out new looks whether they're sporting vibrantly coloured high-tops, preppy cardigans or funky graphic tees. And a few new accessories are all it takes to swing a summer wardrobe into fall."

Stylish Shopping Tips:

- Make shopping fun! Enjoy special activities during your shopping outing, such as lunch at Moxie's Classic Grill, supper at Milestone's Grill & Bar or sweet treat from Godiva.
- Plan a budget ahead of time and create a retail wish list. *Before* hitting the stores, teaching children responsible shopping habits.
- Start back to school shopping early: avoid crowds, get the best selections and compare prices.
- Enjoy quality time with your children: learn about their likes and dislikes, and connect with them in a new way.

Save time with the Scarborough Town Centre's Blackberry and iPhone App.

This state-of-the-art mobile app features an interactive store directory and Centre map, the latest promotions and contests, movie listings with a ticket purchase option, as well as gift card, parking, and child care information. Try out STC's new interactive touch screen map or use the pocket-sized app version on a Smartphone to navigate to stay up-to-date on STC promotions and contests.

With more than 250 shops and services, Scarborough Town Centre (www.scarboroughtowncentre.com) is a one-stop destination for all the must-have looks of the season. Located at Highway 401 between Brimley Road and McCowan Road, Scarborough Town Centre is open Monday to Friday 10 am to 9 pm; Saturday 9:30 am to 9 pm; Sunday 11 am to 7 pm. STC is managed by Oxford Properties Group and owned by AIMCo and Omers Realty.