

SCARBOROUGH TOWN CENTRE

PRESS RELEASE

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SCARBOROUGH TOWN CENTRE HIGHLIGHTS BACK TO SCHOOL BASICS FOR 2013

Trends and Tips for Students of All Ages

TORONTO, JULY 18, 2013: **Backpacks, jackets and shoes** – these “basics” see the most action during the school year. Students want these pieces to be interesting enough to represent their personal style yet versatile enough to match their wardrobe. **Scarborough Town Centre (STC)** knows how important it is to choose unique versions of the every day essentials making it easy to add other fashion accessories and stylish school gear.

With a great selection of items already in stores, **STC** offers tips and showcases the upcoming trends for students from kindergarten through grad school. “For Back to School 2013, the overall themes are **simple designs, minimal embellishments, and classic patterns,**” says **Julie Hanning, fashion director, Scarborough Town Centre.** “The top colours include black, white, beige, navy and army green. Neon and bright hues can be added in small doses for subtle pops of colour.” She adds that patterns in polka dots, stripes, plaids and muted florals replace the Aztec and funky graphics of last season. Leather, denim, canvas and khaki cotton are key fabrics.



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Keeping the Basics Basic:



- **Versatility:** Buying basic allows students of all ages to simply mix in other popular fall trends such as fun graphic tees and coloured denims.
- **Basic + Bling + Bright = Bold:** Items in a neutral colour palette or in a classic print look fantastic when minimal embellishments or subtle pops of colour are added. Example: denim jacket with studded shoulders; cream ballet flat with bright polka dots; khaki bag with neon piping
- **Quality & Longevity:** Be mindful of the 'hot' trends that may not last when shopping for back-to-school. Classic items made of quality materials can withstand multiple washings and can be worn for a few seasons, saving time and money.

***See attached photo addendum for more Back to School images with description.**

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.