

SCARBOROUGH TOWN CENTRE

PRESS RELEASE

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FALL BACK TO SCHOOL IN STYLE WITH SCARBOROUGH TOWN CENTRE

TORONTO: As children and their parents prepare for summer's end, the ritual of back-to-shopping is underway. Scarborough Town Centre is the latest re-established fashion destination in the GTA, offering a variety of must have items to keep kids studying in style.

Five Fall Trends to look for:

Camouflage, denim, graphic prints, bohemian and plaid are prominent and on display this fall season and STC retailers such as **Gap Kids, H&M, Jack & Jones, Hot Topic, Guess and The Children's Place** are all getting it right. Bohemian looks including fringe, leather, feathers and layers are extremely popular additions, as are vibrant, neon graphic prints on everything from t-shirts to laptop covers. Classic denim, the longtime unofficial uniform for youth is updated this year with tie-dye jeans and faux-fur accents. For those more interested in prints, plaid and camouflage are still hot and in demand.

"For shoppers who want to experiment, Scarborough Town Centre offers small items and accessories at lower price points," says **Julie Hanning, fashion director**, Scarborough Town Centre. "Kids can try out a camouflage lunch box, plaid press-on nail designs or update their wardrobe with bohemian inspired jewelry or a graphic printed backpack."

STC New Retailers

Back to school shoppers at Scarborough Town Centre are in for a treat this year, as the Centre now offers an updated retail selection. Tween favorite **Justice** is now open, as is shoe retailer **LOCALE**. Fashion eye-wear store **Eyestar Optical** and skate and snow lifestyle store **Zumiez** open in August. Additional retail opens in the fall including **ecko unltd**, (which carries world famous rhino apparel and accessories) as well as **Journeys** (footwear and accessories specialty store). The much anticipated **Forever XXI** and **Victoria's Secret** stores arrive in November.

STC houses over 250 stores, making it a one-stop destination to pick up all the must have looks for the season. Try out STC's new interactive touch screen map or use the pocket sized app version on a smart phone to navigate and be alerted of deals.

Highlights for the fall season include:

SCARBOROUGH TOWN CENTRE'S BACK TO SCHOOL GUIDE

1. CAMOUFLAGE



- iPhone 3 Cover: An essential accessory to protect every iPhone throughout the school year. Available at: Cellular X.
- Camouflage Skirt: Kids won't blend into the crowd with this layered camouflage skirt. Available at: The Children's Place.
- Lunch Bag: Kids will feel better about their fruits and vegetables when they are packed in a trendy camouflage lunch bag. Available at: Old Navy.

2. DENIM



- Tie-Dye Jeans: A twist on the traditional blue jeans, tie-dye is making a comeback this fall. Available at: Hot Topic.
- Converse All-Star Denim Sneakers: Comfortable and classic this denim sneaker is a staple item and matches everything in a kid's wardrobe. Available at: Stoneridge
- Jean Jacket with Fur Collar: This denim jacket comes with a removable faux fur collar, making it easy to transition from warm September weather to crisp fall days. Available at: Guess.

3. GRAPHIC



- Graphic print t-shirt: Kids will “LOVE” these graphic print t-shirts which are a great base for layering. Available at: Gap Kids.
- Laptop Sleeve: Keep homework on computers protected with a trendy graphic print sleeve from Built. Available at: Sony Style.
- Backpack: Perfect for storing everything from homework and books to lunches and gym clothes, this bag offers lots of space in a chic print. Available at: Hot Topic.

4. BOHEMIAN



- Layered Skirt: Fall is all about layering, and this grey skirt fits perfectly into the boho trend. Available at: Gap Kids.
- Fringe Purse: A bright hippie-inspired bag for the free spirited. Available at: Stoneridge
- Moccasins: Step up the school uniform with casual Minnie Tonka Moccasins. Available at: Town Shoes.

5. PLAID



- Button Shirt: Plaid is back for fall- boys will look stylish in plaid, short-sleeve button shirts. Available at: Jack & Jones.
- Plaid Bra: Patterned essential undergarments are a fun way to try a trend. Available at: La Senza Express.
- High Top Sneakers: Patterns and colour combinations come together in Adidas high top sneakers. Available at: Champs Sports.

6. OTHER



- Silver UGGS: Add a little sparkle to a fall wardrobe while keeping feet warm. Available at: Browns.
- Nail Art: Let your hands do the talking with unique, easy-to-use designs. Available at: Sephora.
- Boho Necklace: Accessorize with a leather strap and feather necklace. Available at: H&M
- Floral Shoes: Print shoes are a great way to try out the floral trend. Available at: The Children's Place.

For more information visit www.scarboroughtowncentre.com. 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 7 pm; Sunday 11 am to 6 pm. Scarborough Town Centre is managed by Oxford Properties Group and owned by AIMCo and Omers Realty.