

SCARBOROUGH --- TOWN CENTRE

November 17, 2011

MEDIA CONTACT

Lauren O'Neill
Budman and Associates
mail@budmanpr.com
416-515-7667

HOLIDAY 2011 AT SCARBOROUGH TOWN CENTRE

Gift Ideas and Shopping Tips for Everyone on Your List

Toronto– It's that time of year again; holiday shopping is underway and knowing what to purchase for your loved ones can be challenging. **Scarborough Town Centre (STC)** puts the fun and ease back into gift giving and offers trends and suggestions on gifts for the men, women, teens and children on your list.

"Gift cards are the most coveted gift this holiday season, people love to receive them and they are an easy solution for the overwhelmed giver," says **Jai Lee, marketing director, Scarborough Town Centre.**

One tip for purchasing a gift card is to make sure it is from a retailer you know the recipient likes. A card that can be used shopping centre wide is a popular option. Recent statistics confirm 45 per cent of shoppers plan on purchasing gift cards for someone this year*.

With an influx of recently opened retailers including Victoria's Secret, Forever 21, Aritzia, Zumiez, Journeys, M for Mendocino, ecko unltd., Eyestar Optical and LOCALE Scarborough Town Centre is the perfect fashion destination to find holiday gifts and gift cards for everyone.

"This year fashion related gift giving still dominates all age categories and sexes," says **Julie Hanning, fashion director** at Scarborough Town Centre. She observes that, "this season the focus is on everyday appropriate and durable items. When shopping for clothing, look for something that will stand the test of time and match the recipient's style."

Clothes are also a great gift idea for children and Scarborough Town Centre offers a variety of fashion choices to keep kids warm and stylish during the winter months. STC offers clothing items for holiday occasions as well as practical outdoor and trendy buys from The Children's Place, H&M, Justice, Mexx Kids and Old Navy.

Look for other ideas as well as information on photos with Santa at www.scarboroughtowncentre.com

MORE

Top Ten Gift Ideas and Suggestions – From Scarborough Town Centre

Gift Ideas for Her

1. You can't go wrong with a Sandra Square Scarf, a cashmere and wool blend available in prints and solids (Club Monaco).
2. Embrace the colour trend with bold Hues, Steve Madden and Barbie by Town Shoes (Town Shoes)
3. Think winter and rainy glam - with all-season boots from Michael Kors (Browns)
4. This season is all about sheer brilliance– perfect for that holiday party- Sheer blouse (Le Chateau)
5. Genuine Leather bold colours iPad accessories for every style, Danier Rabbit Fur Scarf (Danier)
6. Ray-Ban sunglasses 3 interchangeable lens (Eyestar Optical)
7. The Kensington Box purse (Roots)
8. 2011 Christmas Tree charm (Pandora)
9. RED HOT Holiday Collection silk robe (Victoria's Secret)
10. Pick up Lord and Taylor Cashmere sweater collection (The Bay)

Gift Ideas for Him

1. The Grafton 1855 Cashmere Sweater (TIP TOP)
2. Polo Men's running / casual deck shoes for that preppy 'edge' (Journeys)
3. The Official Canadian Olympic Team Replica Apparel Collection – stocking , touque and mitts (The Bay)
4. NHL Collection Club Jacket (Roots)
5. The Kennedy Fit - 100% wool pant - lined to the knee (Club Monaco)
6. Look for distressed vintage jeans; treated to give them that second-hand, comfortably worn look. Soft fabric shirts include flannel and classic Oxford button-downs (Jack & Jones)
7. Fall blockbuster - a must read for Apple fans - Steve Jobs by Walter Isaacson (Coles)
8. Captain America – The First Avenger P4: Pirates of The Caribbean – On Stranger Tides (HMV)
9. Olympus E-PM1 with 14-42mm lens (Black's)
10. Fashion statement winter coat (Jack & Jones)

Gift Ideas for Teens

1. CALL OF DUTY MW3, Drake's Deception -sure to get a great reaction from any teen gamer on your list (EB Games)
2. Flannel P.J. bottoms (Urban Planet)
3. For the makeup artist - Viva Glam Melt Your Heart Lip Bag - rocking red metallic makeup bag with glitter handle includes two shades of Lady Gaga VG Lipstick (MAC Cosmetics)
4. Coloured rim sunglasses – flip up lens (Zumiez)
5. Animal Converse sneakers /sparkle Toms for the holiday (Journeys)
6. Puffy vest and scarf (Aeropostale)
7. Knitwits - whimsical Animal Hats / Gloves (Seven8Six)
8. Keep your feet warm with slippers (Victoria's Secret)
9. Smashbox - Click You're It Eye Palette (Sephora)
10. Purple faux fur cropped blazer (Forever 21)

Gift Ideas for Kids

1. Air Hogs remote helicopter (ages 8+) (Toys R Us Express)
2. 20Q Handheld Game/Geek in training (ages 6+) (Toys R Us Express)
3. Barbie suitcase- every little girls dream filled with make-up (Sears)
4. Fashionalities Cabbage Patch Dolls - dressed in a variety of cute outfits (Toys R Us Express)
5. Rockin' ELMO - Rockin', shapes and colours (Toys R Us Express)
6. Poncho PURPLE please - A rich, deep hue, touchable textures and a whole lot of style places this poncho at the top of our new-favorites list (Mexx Kids)
7. Mickey Mouse - Rock Star Mickey (Sears, Toys R Us Express)
8. VTech-vreader winner of PTPA media award/ download books for kids (Sears)
9. Hot Wheels on the WALL tracks (Sears)
10. Guitar Paper Jamz-instant rock star-download your own music (Sears)

To spread some holiday cheer this season, **Scarborough Town Centre** will **donate** the top ten children's toy items to **Toy Mountain**, benefiting the **Salvation Army**. Additionally all proceeds from the gift wrap station will be given to **Epilepsy Toronto**.

All holiday gift ideas are courtesy of **Anthony Stokan, retail consultant**.

* Deloitte's 2011 Annual Holiday Survey

About Scarborough Town Centre: As an inviting community meeting place with remarkable aesthetics, Scarborough Town Centre is the largest shopping centre in Toronto's east end. STC currently houses 250 stores, three anchor retailers and nine restaurants on 1.4 million square feet, the Centre is the go-to fashion destination in the east end.

For more information visit www.scarboroughtowncentre.com. Located at Highway 401 between Brimley Road and McCowan Road.

Extended holiday hours begin December 1, 2011. Scarborough Town Centre will open Monday to Saturday 9:30am to 9:30pm and Sunday from 10am to 8pm.

Christmas Eve, December 24, 8:30am to 6pm

Boxing Day, December 2, 8am to 8 pm

Extended Boxing Week, December 27 – 30 9am to 9 pm

New Years Eve, December 31, 10am to 5 pm.

Christmas Day (December 25) and New Years Day (January 1).

Scarborough Town Centre is managed by Oxford Properties Group and owned by AIMCo and Omers Realty. **For further information, or to schedule an interview** with STC's fashion director, Julie Hanning, please contact **Budman and Associates** at mail@budmanpr.com or 416-515-7667

