
HALIFAX FASHION NEWS

Volume 3 Issue 4

Fall 2003

Fall Is in the Air!

Welcome to Fall 2003! For our loyal customers who have been reading our newsletters all along, you will notice a few changes. For starters, the name is different. We decided upon the change because of our latest addition to the retail market - Big Apple Fashions. And, for our Big Apple customers who are reading our newsletter for the first time, welcome! We hope you enjoy the tips, hints and hot fashion picks of the season!

SMART QUESTIONS ABOUT BUYING FASHIONS

What are the most important things to look for when shopping for clothes?

The most important thing you can do when shopping for clothes is to remember Shakespeare's words of wisdom: "To thine own self be true." If a piece of clothing fits comfortably, looks good on you and makes you feel good - then it's a good buy.

Clothes that look good on the mannequin, or on your best friend, may not look good on you.



Are designer clothes worth the money?

Yes and no! Designer fashions are expensive, but they are well constructed and, with proper care, can last a very long time. On the other hand, if you're spending money you really don't have and you're only buying an item because of its label, it is not worth the price.



Is it better to buy a few expensive items or several inexpensive items?

A classic, well-constructed garment that is on the higher end of your budget will probably serve you much longer than a dozen things you buy "just because they're cheap." For instance, if a woman buys a well-made, classically designed, basic black dress, she can wear it for many years. It will hold its shape and won't go out of style, because you can always add the most up-to-date accessories.

It's not a good idea, however, to spend a lot of money on items that are the hottest trend of the day. What "everyone" is wearing today may be passé tomorrow.



7th Avenue Boutique, 1272 Hollis Street, Halifax, NS B3J 1T6 422-8827

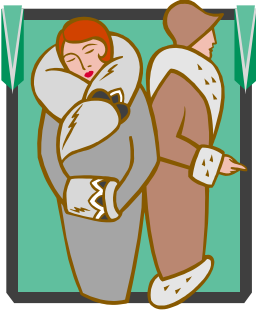
www.7thavenue.ca

Big Apple Fashions, 1526 Dresden Row, Halifax, NS B3J 3K3 446-2442

www.bigapplefashions.ca

Hot Fashion Trends for Fall 2003

FUR - It's everywhere for fall and winter 2003! Fur hats, boots, collars, shawls, coats and vests . . . this luxury item is hot!

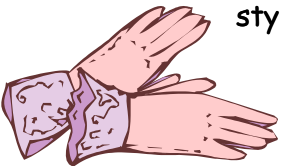


KNITS - From long dangling mufflers casually tossed around the neck to intricately detailed knit sweaters and coats.

GLAMOUR - Whether it's the sleek, satin dresses, soft chiffon or beaded tops, glamour is back. Luxurious satin, velvet, chiffon and sequined fabrics - mostly in timeless black.

DENIM - More of a classic than a trend, denim has become more popular than ever! Designers are working with it in ways they never had before. Try an oversize jean jacket for easy charm.

BLACK - Smooth satin to beaded tops, it's all quite sexy, quite classic and very in style.



GLOVES - This is the must-have accessory for fall 2003. Any colour, length or fabric. Finish off your fall wardrobe in style!

Why Men Have It So Easy!

Chocolate is just another snack.

Car mechanics tell them the truth.

Wrinkles add character.

Wedding dress: \$2000, tux rental: \$100.

New shoes don't cut, blister or mangle their feet.

A five-day vacation requires only one suitcase.

If someone forgets to invite them to a party, they can still be friends.

Their underwear is \$8.95 for a three-pack.

Three pairs of shoes are more than enough!!

The same hairstyle lasts for years, maybe even decades!

One wallet & one pair of shoes, all seasons.

They can "do" their nails with a pocket knife.

They have freedom of choice concerning growing a mustache.

They can do Christmas shopping for 25 relatives, on December 24th, in 45 minutes.



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