

## PERSONALITY PLUS

**There's nothing basic about this fall's must haves.  
Check out the top ten looks for Fall '04**

### short stops

Jackets have "outfit-defining" status this fall. It makes an even greater impact when it's cropped and trim, whether in gleaming leather or nubby tweed!



### narrow down



Slim pencil skirts pack a delightful double-meaning: The knee-length hem says demure, but the hip-hugging fit makes every step a samba.

### kick off

Pack away the practical pumps. Fall's footwear view for center stage includes plenty of rich detail, from whiffs of fur to piles of rhinestones.



### hand it over



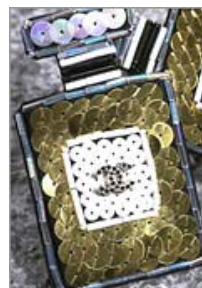
You'll almost forget they're meant to be utilitarian! This season the bags themselves are the treasure!

### outer limits

You'll find coats in all styles this fall, from form-fitting abstract statements to luxe, roomy wraps. The common denominator? Drama!



### the pin crowd



Prepare your lapels for heavy duty: The favorite flourish of fall is a healthy scattering of big, glittery brooches.

### solo flight

A clean white shirt, a sheer wisp of chiffon, or perhaps a plethora of dainty pin-tucks? Blouses have moved up into major-player position this season.



### the sweater set



The coziest category gets a reworking, from tissue-weight knits to bulky cardigans that could ward off an Arctic draft.

### cocktail hour

Shake, stir and swivel: These lovely little dresses make a watertight case for bringing back the after-five soiree.



### plush life



It's not your mother's mink anymore. Fur is now into new realms with wild colours, inventive cuts and modern shapes.

## SHOP OFTEN FOR THE BEST SELECTION

Merchandise moves in and out quickly at 7th Avenue so if you see something you like, get it while the getting's good! Our favorite expression at 7th Avenue is "**you snooze, you lose**". I don't know how many times we've seen disappointed customers because they took their chances and waited to buy!



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1272 Hollis Street  
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NEW AND NEARLY NEW BRAND NAME AND DESIGNER FASHIONS

## 7TH AVENUE'S FALL FASHION REVIEW SEPTEMBER 2004

**This fall the perfect outfit consists of fur, tweed, plaid and bows.**

As the seasons change, so do the fashions! In this issue check out our top 10 fashion picks for Fall 2004. At 7th Avenue you will find many of these styles throughout the season. The main theme is: Anything goes, but femininity reigns supreme.

### PERFECT OUTFITS

Skirts and pants this fall are very flattering. Forget the mini; A-line cuts are back again as are **pleated skirts, and pencil skirts**; they're a classic staple for any wardrobe. Hemlines are the perfect length this season. Everything falls at just below the knee. Slacks cover both extremes. **Classic loose trousers** AND summer's cropped pants worn with boots will be a staple in fall wardrobes, too!

If you are looking for ideal tops to pair with bottoms, look no further than **scarf-tied blouses and chunky knit sweaters**. This will be a season of extremes, so feel free to pair a knit sweater or **twin set** with a pair of **cropped pants**. The next day wear a scarf-tied blouse with a pencil skirt. All is fair game in this season's fashion.



### FURRY ADVICE

Fur is very 'in' this season and there are plenty of ways to wear it. A **mink stole** or a **chinchilla coat**, even faux works. If there is one thing you must have this fall, it is fur. **Tweed and plaid** are very in, yet patterns are less discreet. Think big prints and bold patterns.

The little black dress gets a rest this fall, because the **tuxedo** makes its debut. Chic and sophisticated, the tuxedo takes glamour to another level. It's both foolproof and flawless. Finally, tie everything together with a **bow** and some embellishment. In your hair, around your neck, or around your waist, a bow is the way to pull everything together.

### GO FOR IT

Don't let your conservative side get the best of you. Fall 2004 fashion is all about fun, femininity and fearlessness. 7th Avenue has all the season's wardrobe necessities. Take a look inside for more details. **We invite you to fall in love with fashion!**