
Fall Fever – 2006

Compliments of . . . 7TH AVENUE BOUTIQUE

HOW TO LOOK LIKE A MILLIONAIRE

Anyone can sport a ritzy, Elle Macpherson style jet-set look. Here are a few secrets on how to look like a million bucks – without spending a fortune!

ADJUST YOUR ATTITUDE. Think good taste, confidence and elegance: None of these costs a penny, but they project the “wealthy look” in spades. Be sure to follow these three steps: Project self-confidence, mind your manners and hold your head high.

STEER CLEAR. Avoid buying anything with a highly visible logo, or a knock-off. (If you buy it in a dingy alley, it’s guaranteed to look fake.)

FLATTER YOUR FIGURE. If it doesn’t suite your silhouette, leave it on the rack. Millionaires don’t wear things that don’t fit well. If it’s a piece you just can’t live without, have it tailored to fit you perfectly!

SELECT YOUR STORES. If you love high quality fashions but your pocketbook doesn’t, shopping at higher end consignment shops will provide the great styles and fits at a fraction of the price.



KNOW YOUR FABRICS. Take advantage of the season to treat yourself to exquisite, natural fabrics like cashmere and silk. These materials look and feel really luxurious.

FOCUS ON FOOTWEAR. Shoes really do make a look. A pair of black pumps is a staple. Fashion boots are also a “must have” for this fall and winter season.

PLAY THE PART. Try a jet-setting superstar outfit: jeans, a faux-fur jacket and heels. Accessorize with a pair of pretty earrings, bracelets, extra-large sunglasses or a chunky belt. Don’t go overboard with the bling, though: One or two pieces of jewellery are enough.



INVEST WISELY. If you treat yourself to an expensive piece, go for a classic: designer shoes, a Vuitton bag, Chanel sunglasses . . . Whatever your pick, wear it with panache!

THE PERFECT WARDROBE – A CHECK LIST

- Lots of brown (it’s the new black)
- A perfectly fitted jacket (with matching skirt & pants)
- Three pairs of pants
- Two pairs of flattering jeans
- A choice of tops for day and night
- Three dresses
- A cashmere turtleneck
- Undergarments in colours that complement the rest of your wardrobe
- A trench and a wool coat
- Three pairs of classic shoes, and a classic pair of boots
- A timeless handbag
- Some beautiful jewellery
- A long scarf
- One pair of glamorous gloves

CONGRATULATIONS JANIS!

Please join us in congratulating Janis Dawson on her promotion to Assistant Manager here at 7th Avenue.

Janis has lots of experience working in the consignment industry. Throughout university she worked for Encore in Antigonish while attending Saint F.X. She is very knowledgeable about fashion trends, colours and styles.

Not sure what styles work best for you? Ask Janis and she'll quickly take the mystery away!



DID YOU KNOW . . .

That **every two weeks** we send out an email to let you know what items have arrived in your specific sizes.

If you signed up for this personalized service but are not receiving the emails, **here are a few things you can do:**

1. **Check your computer settings.** Make sure our email address, sales@7thavenue.ca, is one that your service provider is accepting. If not, give them a call and they will ensure these emails get through.
2. If you have had a change in email address, stop by, call or **email us with your new information.**
3. If you have not signed up for this service, **visit our website at www.7thavenue.ca**, fill in the information on the front page and click on "send".

We'll make sure you're not missing out on all of the great new fashions and accessories that arrive daily at 7th Avenue!

WORDS WOMEN USE!

FIVE MINUTES

If we're getting dressed, this is half an hour. Five minutes is only five minutes if he has just been given five more minutes to watch the game before helping around the house.

FINE

This is the word we use to end an argument when he's right and he needs to shut up.

NOTHING

This is the calm before the storm. This means "something" and he should be on his toes. Arguments that begin with "nothing" usually end in "fine".

GO AHEAD

This is a dare, not permission, **HE BETTER NOT DO IT!**

LOUD SIGH

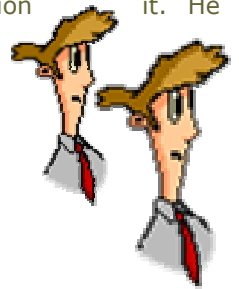
Although not actually a word, the loud sigh is often misunderstood by men. A "loud sigh" means we think he's being a jerk and we wonder why we are wasting our time standing here arguing with him over "nothing".

THAT'S OKAY

This is one of the most dangerous statements that a woman can make to a man. "That's okay" means that we want to think long and hard before deciding how and when he will pay for his mistake.

THANKS

This is the least used of all words in the female vocabulary. If a woman is saying thank you to a man, he does not want to question it. He should just say you're welcome and back out of the room . . . slowly!



7TH AVENUE BOUTIQUE

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Store Hours

Monday to Friday: 10 - 6

Saturday: 10 - 5

Sunday: 12 - 5

