
7TH AVENUE NEWS

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Spring 2002

HAPPY SPRING!

As spring approaches, now is a great time to take a good look at your outerwear collection.

Here are some simple steps to get you started:



- **Visit your coat closet and start packing your heaviest winter coats away.** Be sure to check the pockets and, if necessary, remove pins from lapels before putting them away. Consider taking them to the cleaners now to free up room and get you in the mood for spring.

- If you are not quite ready to part with all of your wool coats this soon, why not **add a light-weight scarf in a vibrant colour.** This will brighten your look while putting you in a spring mood.

- **Pile all the shoes that you wear year-round into a tote bag and drop them off at a cobbler.** When you put on your spring fashions in a few weeks, you'll be glad you took the time to clean your shoes. There's nothing worse than discovering that your shoes have salt and snow stains all over them when the nice weather hits!



- **Review your spring coat collection.**

Trench coats are great when changing from winter to spring. If your trench has a removable lining, it can be particularly handy to help you chase away any remaining chill in the days ahead.



- **Silk and rayon scarves generally look best with trench coats.** Use the colours in these scarves to connect your coat to the outfit you are wearing underneath.

One of the secrets to dressing well is to treat coats, shoes, scarves and other outerwear as an integral part of your wardrobe. Maximize wardrobe dollars by using these items to compliment the theme, style, color and texture of the outfits you wear with them.

WELCOME PAULA!

Please join me in welcoming our newest staff member at 7th Avenue, Paula Lefort. Paula has over 10 years experience in the retail fashion industry and is pleased to assist you with all of your wardrobe needs.

Whether it's finding the perfect blouse for that skirt hanging in your closet, or helping you create a brand new look, count on Paula to be of assistance.



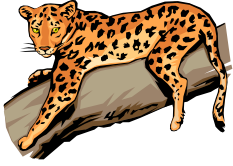
7th Avenue Boutique, 1272 Hollis Street, Halifax, NS B3J 1T6 (902)422-8827

Store Hours: Monday - Friday: 10 to 5:30 Saturday: 10 to 5

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TOP FASHION PICKS FOR SPRING

Feminine tops and blouses - wear them soft, sheer, colourful and romantic. You'll look fashion-forward in ruffles, sheer fabrics, pleats and lots of lace!



On Safari - classic leopard print is still hot. Try it this spring made as a peasant blouse or skirt.

Fashion goes nautical - saluting everything in red, white and blue. Nautical stripes, easy seafaring wide-leg pants and primary-colour palettes are crisp and classic.



Skirts - in all lengths and styles. Wear them pleated, below-the-knee or mini. This season they're wider, fuller, longer. The new skirt floats around the body. And it gets an extra fashion boost with funky hemlines and decorative embellishments.

Belts - the accessory of the moment. Details include big buckles, grommets, studs, fringe and tooling. The more dramatic the better.

Fringe - look for it everywhere: on belts, suede shoulder bags, blouses and wraps.

The ultrathin '70's inspired white suit is hot - accessorized with black, of course! Dress it up with **chandelier earrings and strappy sandals**.



Hot colours this Spring: Red, white and blue in any combo, navy worn with camel or brighten it up with pink, black with white, and lots of luscious red.

New At 7th Avenue Boutique

The next time you're in be sure to check out our new area set aside especially for top designer fashions.

You'll discover great buys on styles from Ann Klein, Ralph Lauren, Lida Baday, Mondri, and Alfred Sung to name a few. All are available to you at up to 75% off regular retail pricing.



Never again pay full price for the fashions you love!

BUMPER STICKERS FOR WOMEN

Laughter truly is the best medicine. After receiving an e-mail from one of my friends the other day, I immediately decided that I **MUST** share it with you. **Which one of these would look ideal on the back of YOUR car?**

SO MANY MEN, SO FEW WHO CAN AFFORD ME.

GOD MADE US SISTERS, PROZAC MADE US FRIENDS.

COFFEE, CHOCOLATE, MEN . . . SOME THINGS ARE JUST BETTER RICH.

DON'T TREAT ME ANY DIFFERENTLY THAN YOU WOULD THE QUEEN.

WARNING: I HAVE AN ATTITUDE AND I KNOW HOW TO USE IT.

OF COURSE I DON'T LOOK BUSY . . . I DID IT RIGHT THE FIRST TIME!



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