
HALIFAX FASHION NEWS – SUMMER 2004

Compliments of . . . 7th Avenue Boutique and Big Apple Fashions

As the warm breezes of summer approach, now is a great time to take an inventory of your summer wardrobe. If you want to jazz up outfits in your existing wardrobe at minimal expense, you can do it easily with mix and match tops and tees. They are, without doubt, a staple during the warmer months. Be sure to have lots on hand to wear with just about anything in your wardrobe from suits, khakis, shorts and the ever-popular Capri.

SUMMER TOPS AND TEES!

While most of us have a pretty good collection of cotton tees, don't forget about dressier tops made of rayon, linen or blends of summer weight fabrics.

Here are some ideas to consider:

Tee shirts in updated colours such as cornflower, red and terracotta can lighten your dark clothes and add a fresh, summer touch to cropped pants, khakis and other casual looks. Be sure to check out these latest fashion shades from French Dressing, available now at Big Apple.



Both flat and ribbed-knit tees are handy. If you'd like to show off a special necklace on a knit top, you're better off wearing a flat knit style. The smooth finish of the flatter knit serves as a nice backdrop for the necklace, truly making it the key focal point of your outfit.

If you are top heavy, ribbed knits can make you appear even more full busted. They have the opposite effect on small-busted women. This season, choose from our 'must-have' short and three-quarter sleeve ribbed light weight sweaters from Splend'or in colours like celery, soft lemon, coral reef and costal blue. They

work very well under suits, or with slacks, skirts and khakis!

Your tees and tops will look the best un-tucked as long as they are not cut too long. It's sometimes worth hemming tops if they look out of proportion when left un-tucked.

Remember, whatever styles you choose, have some fun with colour while adding to your wardrobe - it's summer after all!



CELEBRATE BIG APPLE FASHIONS FIRST ANNIVERSARY

Many thanks to all of you for making sure Big Apple Fashions had a successful first year!

To show our appreciation, preferred customers are invited to visit us on Friday and Saturday, June 11th and 12th to help us celebrate.

Bring in the enclosed card and save the HST on all purchases! This offer is available these two days only.

Also, be sure to enter your name in our anniversary draws. Win French Dressing tee shirts, jeans and a basket full of pampering products just for you!



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BIG APPLE FASHIONS IS DEFINITELY IN THE PINK!

Cameras were rolling, people were smiling and money was adding up on Thursday, April 22nd during Big Apple Fashions Pink Ribbon Fundraiser Fashion Show!

The event was a great success as \$2,500 was raised that evening to help in the fight to find a



cure for breast cancer.

Thanks to our superb models, our proud sponsors and to all of you who attended for making the night such a success.

Big Apple Fashions would especially like to thank our keynote speaker, Betty Ann Vater, with French Dressing Jeanswear for taking time out of her busy schedule to be with us that evening. Betty Ann works tirelessly throughout Canada and the United States speaking about breast cancer awareness at community fundraiser events like ours. She graciously shared her experiences and words of wisdom, which were an inspiration to us all. Thank you, Betty Ann, for contributing to our local community!

If you haven't had the pleasure of the comfort, quality and great fit of French Dressing jeans, stop by Big Apple and we will personally find the fit that's just right for you. The line is designed specifically for women aged 35 and up. Three different fits are available including natural, easy and relaxed for both regular and petite customers.

Did you know . . . for every pair of French Dressing jeans sold, 50 cents is donated to

breast cancer research. To date French Dressing has donated a total of 1.5 million dollars to the cause! Now, that's just one more reason to support this community-minded, generous company.

SUMMER PACKING MADE EASY

Whether you're heading out of town this summer or just looking to master the art of packing for trips year-round, here is our step-by-step guide to help you gain control over your luggage.

- ❖ Jot down each day you'll be gone and the number of outfits needed. ***Keep in mind what you'll be doing*** and the climate.
- ❖ Using your list, ***assemble complete outfits on single hangers***, including belts, scarves and other accessories that can be hung around the metal hook.
- ❖ ***To complete each outfit and make packing even easier***, place shoes, accessories and lingerie on the floor, under the outfits you plan to wear them with.
- ❖ ***If you find you need too many different accessories***, start to eliminate pieces that aren't versatile or replace outfits that need odd shoes and bags for ones that go with what you're already planning to bring.
- ❖ ***Finally, remove outfits from their hangers***, fold and pack them in your suitcase. When you identify and lay out the clothing you would like to take on your trip, you can use your luggage space most efficiently, rather than stuffing things in as you go.

If you don't think your closet contains the necessary pieces to give you the style and confidence you want on the road (or at home for that matter), just follow the above steps. Jot down the missing pieces and drop by 7th Avenue or Big Apple. Our expert staff will personally assist you with pulling together outfits that will comfortably see you through every day of your vacation. This way you can relax and enjoy your trip without being disappointed with your wardrobe!