

HALIFAX FASHION NEWS

Happy
Holidays



As you dash around in search of ideal holiday gifts this season, consider picking yourself up a long, chenille scarf. Being touted as “the” accessory of the season, these fashion-forward scarves can update your outerwear while giving you a fun and festive fashion pick-me-up. They also make a perfect gift for that hard to buy for family member or friend!

BUYING A WINTER COAT THAT TRULY FITS

Whether you're looking to update your coat collection on your own this season or plan to put one or two styles on your holiday "wish list," we thought you'd appreciate the following tips on how to purchase a coat that truly fits:

The Hug Test: Button up the coat or jacket and hug yourself. If the fabric strains too much, the coat probably doesn't fit.

Steering Wheel Test: Pretend you're driving a car. There should be enough movement to comfortably steer the wheel.

Jump Rope Test: Pretend to jump rope. There should be enough room for your shoulders to swing freely.



Sleeve Length: Sleeves should cover the wrist bone, but not the back of the hand.

Pockets: Don't forget to make sure the pockets aren't set too low or too high. Pockets should be set at a comfortable height in order to be useful while at the same time not interfering with the balance of your overall silhouette.

ARE YOU WISHING FOR SOMETHING SPECIAL THIS CHRISTMAS?

Visit Big Apple or 7th Avenue and fill out your Wish List!

Leave it with us for your husband, mother, daughter or friend! We'll show them your choices and help in making selections just for you!



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

HOW TO DRESS FOR THE HOLIDAYS WITHOUT GOING BROKE!

We get asked constantly, "How can I jazz up my regular clothes for some glitzy holiday party looks without spending a fortune?" Here are a few suggestions that may help:

If you have a **black suit** (and most of us do), consider slipping a beaded camisole or top underneath. **Dressy jewellery**, handbags and **shoes** can give this type of outfit additional holiday appeal.



Velvet slacks are another excellent investment for winter wear. During the holidays, top them off with a festive sweater for a casual holiday look. Pair them with an embellished twin set for a more dramatic presentation.

The most fashion-forward **handbags** this season are quite small. Some have drawstrings and squared-off bottoms. These bags sit nicely on a table while you dine.

Remember, shop in your own closet first, make a list (and check it twice!) and then head to the store focused and organized!



SUNDAY SHOPPING AT BIG APPLE AND 7TH AVENUE

For your shopping convenience, both stores will be open on Sundays from November 16th until Christmas.

Visit us at both locations between the hours of 1 and 5 p.m.



REMEMBER THIS AT CHRISTMAS

According to the Alaska Department of Fish and Game, while both the male and female reindeer grow antlers in the summer each year, male reindeer drop their antlers between November and mid-December. Female reindeer retain their antlers until after they give birth in the spring.

Therefore, according to EVERY historical rendition depicting Santa's reindeer, EVERY single one of them, from Rudolph to Blitzen, had to be a girl.

We should have known that only women would be able to drag a chubby man in a red velvet suit all around the world in one night and not get lost!



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