
FASHION FILE – WINTER 2004

Compliments of . . . 7TH AVENUE BOUTIQUE

Here's the latest news from 7th Avenue: **We're Expanding!** Effective December 1st 7th Avenue will be located at **1819 Granville Street**, between Urban Cottage (antique furniture consignments) and Thumper's Hair Salon. You can now shop for all of the latest styles from your favorite designers in the comfort of much larger space! 7th Avenue is now three times the size of its original location on Hollis Street.

Drop by and check out all of the great 'new' fall and winter fashions that are arriving daily. We now have a much larger selection to choose from. We have all of your favorites from Liz Claiborne, Jones New York, Rena Rowan and Kasper, to name only a few. More casual lines include Gap, Club Monaco, Banana Republic and more!

To help us celebrate, we are inviting our preferred customers to bring in the enclosed card and 7th Avenue will pay the tax on all of your purchases - this includes sale items too! Bring a friend and we'll treat her to the same offer too. Don't delay - this offer is only available until the end of business on Saturday, December 4th.



HELPFUL HINTS FOR HOLIDAY SHOPPING

Seeing that the season is upon us, we thought you would appreciate reading about our best tips for all you busy holiday shoppers:

Develop a Strategy: The best strategy is to shop year 'round but if you haven't done this, it is still early enough to map out a plan and get exactly what you want for everyone on your list.

Divide the List: Young children, teens, parents and grandparents, friends, work colleagues, etc. Consider theme gifts for each segment of your list. The divide and conquer approach is a great way to chip away at your list while saving time, energy and, often, money!

Write it Down: This list will become your resource for vital statistics on your gift recipients such as correct sizes, likes and dislikes. It is also a logical place to attach sales slips for returns. Avoid the post-holiday-credit-card-blues by referring to this list often to make sure you stay within your budget.

Avoid Crowds: Shop during off hours to avoid crowded stores and long line-ups. If possible, take a morning off from work and plan to shop as soon as the stores open. You will find the widest selection and the most courteous service at this time of day.

Shop with List In Hand: And ask sales staff for assistance. After all, that's what they get paid to do!

Limit Shopping Trips: Try to keep it under three hours at a time. Long, shop-til-you-drop sprees usually lead to impulsive buying, exhaustion and

frustration.

Wear comfortable clothing: Choose walking shoes and dress smart. If you're anything like me, while shopping for others you will inevitably find that perfect something for you too!



COLD WEATHER DRESSING MADE EASY!

Since dressing well when the weather dramatically changes presents challenges for us all, here a few fashion thoughts that will come in handy during the cold winter months:

- **Love wool sweaters but could do without the itch next to your skin?** Consider wearing silk underwear! It layers well without creating extra bulk.
- Turtlenecks with their high, close fitting neckline look best on women with thin, long necks. **A mock turtleneck is better suited for women with shorter necks.**
- **Have a holiday party with no time to shop?** Adding festive buttons or a beaded shell to a simple suit may be all it takes to achieve the perfect holiday flair.
- When wearing knits, **put your jewelry on last.** Knits can easily snag.
- If your lightest weight winter wool pants are feeling too cold right now, **wear tights underneath for extra warmth.**
- Purchase coats, suits, jackets and tops with detachable fur collars if you would like to try out these trimmings but don't want to make a long term commitment to them.
- Finally, **winter boots with zippers are the easiest to get in and out of.** If you need a new pair and work outside the home, look for a pair low enough to stow in a tote if you frequently have meetings outside your office. It's a good idea to have a plastic bag on hand to protect other items in your bag.

7TH AVENUE BOUTIQUE

1819 Granville Street
Halifax, Nova Scotia B3J 1X8
902-422-8827
www.7thavenue.ca



NEW AND NEARLY NEW BRAND NAME AND DESIGNER FASHIONS