

Dear Brenda:

Get smart! Keep an eye on what stylish students are wearing back-to-school: kids have a great influence on fashion trends. The ponchos, pleated skirts, newsboy caps, and other smart styles they're wearing this season could end up on your own list of fall must-haves.

School Cool: Best-Dressed Student Bodies



It's never too early to start thinking about fall fashions, especially if you can use it as an excuse for a mother-daughter shopping excursion.

- Your little girl is growing up. Let her show off her style and flare for fashion as she heads off to school. **The Children's Place**
- What to wear the first day? She'll impress the teacher and make new friends wearing a pleated skirt or plaid kilt. Wear now with socks and later with tights. **La Senza Girl**
- Don't put away her short-sleeve summer t-shirts. She'll want to layer them over long-sleeved tees. Stock up on jeans for your smarty-pants, too. Darker denim is dressier for school while faded jeans are perfect for playing in. **Old Navy**
- Diamonds are a girl's best friend – especially when they're on a pretty sweater. Wear over a crisp white blouse: keep the blouse untucked. **Gap**

Colour Yourself Current



TAKE NOTE: Vivid violet, golden green, bright pink, crimson red and cobalt blue are colours to be seen in this season. Source: Pantone Fall Fashion Colour Report.

Shop and Tell

How often do you purchase Cadillac Fairview Gift Certificates?

- More than I can count!
- Once a month.
- Once or twice a year.
- Never.
- I've never heard of Cadillac Fairview Gift Certificates, please tell me more.

Submit

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Experience is Cadillac Fairview's free e-mail newsletter for Canadians who love to shop and read about shopping.

Find your favourite Cadillac Fairview Shopping Centre online. Visit [Shops.ca](#).

School Belle



The first day of school can be a very scary experience. Make it bearable with either a Starbucks 2004 Back-To-School Bearista® girl (shown) or boy to keep them company.

Experience the Lap of Luxury

Please note: If you are unable to hit the submit button, please send your responses directly to ExperienceTeam@cadillacfairview.com



What a Smart Gift

For back-to-school, birthdays, weddings and other special occasions, give **Cadillac Fairview Gift Certificates**. They make the perfect gift! Recipients can get exactly what they want – from over 5000 stores in our 31 shopping centres across Canada. To purchase Cadillac Fairview Gift Certificates, visit the **Customer Service Centre** in your favourite Cadillac Fairview Shopping Centre.

Enter to win a [\\$20,000 prize package](#) that includes a \$10,000 Cadillac Fairview shopping spree and an all-inclusive trip to St. Vincent & The Grenadines. Enter early and you could also win our Special Luxuries Caribbean Cruise!

Head of the Class



Need a little help getting your student bodies to clean up their act?

We've gone bananas over all the yummy scents of L'Oréal Kids 2-in-1 shampoos! There's Pineapple Flash, Tropical Punch, Watermelon and other fruity ones. For pretty long locks, try the intensive detangler with a bold cherry-almond scent.

Coming This Fall: To mark the release of the upcoming animated movie, Shark Tale, L'Oréal Kids will have four new limited-edition bottles. There will also be eight cute magnets to collect: receive one with each bottle of L'Oréal Kids 2-in-1 shampoo. In the meantime, kids can check out the [Shark Tale](http://www.sharktale.com/) web site. [<http://www.sharktale.com/>]

Prints Charming



Camouflage prints are a big hit with kids this fall. Available in cargo pants for boys and girls at **Northern Getaway**, expect to see colour schemes in greys and blues.

Never Bored: Skate Board Boys



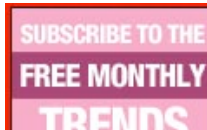
- Looking for a starter skateboard? The Fresh Mid at **Sport Chek** is a durable entry-level skateboard to learn the basics on.
- Most boys in school are more interested in skateboarding than following fashion. Still there are definite styles boarders consider cool: loose and comfortable clothes from **Old Navy** top their list.
- Fast-forward to fall and you know he'll love using the rugged S2 Sports Walkman from **the Sony store**. It's a virtually skip-proof, portable MP3/CD player made with boarders and bladers in mind.
- For younger skateboarders, the Mole Youth Format BGS is a cool looking shoe with the comfort and protection needed for learning to skateboard. Also available at **Sport Chek**.

Car Pool Cool



Kids shouldn't be the only ones who get new back-to-school clothes. This **ROOTS** track suit is perfect for when you're running around getting the kids to school, piano lessons, karate class, soccer practice, etc., etc.

Looking for more fabulous fall fashion trends?



Get Smart: Stay in Touch



**FRIENDS
E-NEWSLETTER
FROM FLARE.COM**

Where To?



- Back to school is when many parents decide it's time to give a child their first phone. This stylish one from **RadioShack** is perfect for any child's room, either beside their bed or on their desk.
- Sometimes when kids on the phone say they're doing homework, they really are. A great student aid is the handsfree mini phone, also from **RadioShack**. It frees up their hands to write, draw, type, etc. while they talk.
- Giving your child a cell phone is a smart way to keep in touch with them, whether they're at the library, the mall, or with their friends. Many models, including the Samsung SCH A600 at **Telus**, offer picture messaging, a feature teens love. And, right now, **Telus** is offering a special back-to-school rate plan.

Home, James! This back massager cushion from **RadioShack** provides pain relief to parents whose kids mistake them for taxi drivers and personal chauffeurs.

Hit The Books: It's Time to Read



Serial Shopper



It's never too soon (or late) to introduce your children to books and to teach them to love reading. Here are some back-to-school books for young readers:

Whether going back to school after the summer or back to work after a week off, if you love to shop, you'll love this purse from **Aldo** as much as we do. It says "Serial Shopper" right on it!

- **My Chalkboard Book** by Nickelodeon is a portable activity book with "chalkboard" pages and sticks of chalk. Kids can write-on/wipe-off as they have fun learning letters, numbers, shapes and more.
- Meet Amelia Bedelia, the maid who does exactly what she's told – like make a pair of overalls when she's told to dress the chicken. Author, Peggy Parish passed away in 1988, but the series continues with new editions by her nephew, Herman Parish: his latest is **Amelia Bedelia Goes Back To School**.
- Alison McGhee's **Mrs. Watson Wants Your Teeth** is an endearing tale of a girl on her first day of the first grade. She's been warned that her teacher steals baby teeth from her students – and she has a really loose tooth!
- Why are most people right-handed? What do animals dream about? Why do apples crunch? From the Editors of OWL Magazine, **You Asked?** has astounding answers to over 300 great questions.

Tell A Friend

Do you know someone who loves to shop as much as you do? To "Tell a Friend" to sign-up to receive Experience e-mail newsletters, use our [easy online form](#).

The next time that you and your child are at the mall together, take them book shopping. Browse through **Coles** and **Indigo**. Encourage them to read – and set an example by getting a book for yourself, too.

Just For Teens



She's not a little girl anymore - and her skin is changing. Introduce

Oh Canada! Knapsack Nation



This knapsack is what students across Canada will be using to carry their things to and from school. It's the Official Canadian Olympic Team Backpack and it's available at **Bentley** stores. They also have sport bags, waist pouches, camera bags and luggage bearing the same Olympic colours and logos. Choose either red or black ones.



Olympic Fever Makes Greek Chic



All across Canada and around the world, people are not only getting Olympic fever, they're being inspired and influenced by all things Greek.

- Wondering what it's really like to be Greek? If you haven't seen it yet, now's a great time to watch *My Big Fat Greek Wedding*. Look for the video or DVD at **HMV**.
- **Swatch** has a very special collection of commemorative Athens 2004 Olympic watches. Look for them where Swatch watches are sold in your favourite Cadillac Fairview Shopping Centre.
- Paradise in a bottle. This year, **OPI** created a collection of nail lacquers inspired by the Greek Isles. The next time you go for a pedicure, get your toenails painted a Mediterranean-blue shade called, *Greece Just Blue Me Away*.
- In the mood for Greek cuisine? *Modern Greek*, by Andy Harris is a beautiful book with contemporary Mediterranean recipes. Look for it in the cookbook section of **Coles** or **Indigo**.

Pinking of School



Girls won't complain about having to walk to school or anywhere else when they have a pair of cool shoes to wear.

And, as you can see, no true shoeaholic can go without a pair of pink shoes or boots (or both) this fall. From left to right, these irresistibles are available at: **Aldo**, **Nine West**, **Town Shoes** and **Transit**.

Store Locator

The easiest way to find or call the stores you love is to go online!

Every Cadillac Fairview Shopping Centre has its own web site. And, each site features an easy-to-use **Store Directory**. All you have to do is go to Shops.ca, click on **Mall Finder**, and then select any Cadillac Fairview Shopping Centre from the pulldown list. Once you link to the shopping centre's web site — click on the Store button to search by name or category.

Enjoy what's left of the summer!

The Experience Team



IN THE NEXT ISSUE OF EXPERIENCE:

There's another issue of Experience later this month. With so many students heading off to college and university, we're focusing on fall

is changing. introduce her to **Biotherm's BioVITAMIN**. Formulated especially for teens, it's a simple two-step process with a gentle gel cleanser and a moisturizer for a glowing complexion.

Squeaky Clean



Feeling a little blue about summer ending? A long soak in the tub with a Big Blue bath bomb from **Lush** will cheer you up. Close your eyes and imagine you're in a warm, salt-water sea scented with lavender and lemon.

Beachy Keen



There's still time left for lots of summer fun! With the purchase of 3 mmmmini mmmuffins and a bottle of Fruitopia, receive a FREE sand pail and shovel. Only at **mmmuffins** while quantities last.

ABC Cookies



Learning never tasted so good! ABC Cookie Cutters from **Williams-Sonoma** are a fun way to teach children how to read. Bake up an assortment of letters that



fashions and fabulous finds for the Campus Bound.

DON'T MISS AN ISSUE: E-mail service providers are using all sorts of clever spam filters to block e-mails from getting to you. To make sure you get your next Experience newsletter, add **The Experience Team** [ExperienceTeam@cadillacfairview.com] to your e-mail address book.

PHOTO CREDIT: H&M

...ment of letters that spell their name and other words.

Ask The Experience Team

Can't find the perfect present for a student heading off to university? Not sure what to wear to a job interview? Need some expert shopping advice? E-mail your shopping questions to **The Experience Team**.

If you have received this e-mail from a friend and would like to subscribe to our e-mail list, [click here](#).

Cadillac Fairview owns and manages 31 of Canada's landmark shopping centres including Toronto Eaton Centre, Sherway Gardens, Toronto-Dominion Centre, Le Carrefour Laval, and Pacific Centre. For the one nearest you, [click here](#).

Stores featured in this issue may not be in all Cadillac Fairview Shopping Centres. For a listing of stores in your local Cadillac Fairview Shopping Centre, visit [Shops.ca](#), link to the shopping centre's web site, and check the Store Directory. While we go to great lengths to provide timely and accurate information, Cadillac Fairview cannot be held responsible for any errors or omissions in the content of this newsletter. Products highlighted in this issue are subject to change and availability.

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