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# Style Guide

*Spring - Summer '08*

All listed prices and retailers are accurate at time of going to print.  
The Mall is not responsible for changes to published items.

shopping as it should be



# Welcome to The Mall Style Guide

As fashion insiders, we're lucky enough to have seen all of the coming season's must-have fashion and beauty items at first hand.

Full of all the latest looks for Spring/Summer 2008, this inspirational Style Guide can help real women of all shapes and sizes to look fabulous this season! You can find everything to satisfy your fashion needs across our 23 Malls. Make sure you check out the great ideas from both our high street favourites and our unique independents.

To celebrate this exciting new season, we're also giving you an exclusive **free** pamper voucher (turn to page 14). Why not use yours after shopping for this season's fashion fixes (see opposite).

Plus don't forget to sign up to our online newsletter for your chance to win a host of Mulberry goodies and lots more!

Happy shopping!

Bernie, Jill & Izzie  
The Mall Fashion Team

*The Mall team x*

**P.S.**

For more fabulous fashion ideas from all our retailers, visit [themall.co.uk](http://themall.co.uk)



'Gold by Giles' Collection for Agyness Deyn at New Look.



**1 AMERICAN RETRO**  
Everyone's gone stateside!



**2 ART WORKS**  
Be inspired with this daring collection.



# Fashion notes

It's easy to get all the latest trends this Spring/Summer 08. Check out these four key looks...



**3 FOCUS ON FLORALS**  
Find the best bloom for you.

**4 NEW ROMANCE**  
Feminine finishes are so now.



**GLADIATORS RETURN!**  
See p.13

WE LOVE...



Lily Cole for M&S

From West LA to casual Summer Camp cool, this 70s inspired look effortlessly combines comfort with style. Stars and stripes are the essential patterns with wide leg trousers key pieces for your wardrobe.

'Gold by Giles' Collection for Agyness Deyn at New Look.



# American retro



**DREAM DENIM**  
Wide leg trousers are key pieces.



**STARS & STRIPES**  
Stateside is the place to be with these bold prints.



**MUST HAVE!**



**SUMMER STAPLE**  
Prepare to dazzle with this starry 70s inspired print.

**SUNSHINE STATE**



You can't go wrong with red, white and blue accessories.

**HOW TO WEAR IT**



**FEET FIRST**  
Wedge sandals and platforms are the height of fashion this summer.



**Where to find it** 1 Next £28 2 MK One £20 3 New Look £35 4 Dorothy Perkins £14 5 Freedom at Topshop £8 6 Primark £2.50 7 Topshop £25 8 Topshop £18 9 TK Maxx £24.99 10 Topshop £15 11 House of Fraser bikini £55 brief £55 12 Dorothy Perkins bikini top £8 bottoms £8 13 H&M £4.99 14 Next £40 15 Peacocks £8 16 River Island £14.99 17 Faith £60 18 Faith £40 19 Topshop £60 20 Claire's £3.50 to £8

Artistic splashes and dashes of colour, block patterns and abstract prints are key themes this season.

# Art Works



Lily Cole for M&S

**WE LOVE...**



Look fabulous with this sexy minidress from H&M.

**BEACH BABE**  
Bag one of these fab bikinis and hit the beach in style!



**TERRIFIC TIE-DYE**  
Dipped and dyed fabrics are a huge hit for summer.



**NATURAL TOUCH**  
Plain and chunky accessories such as African-style wooden bangles work best.



**HOW TO WEAR IT**

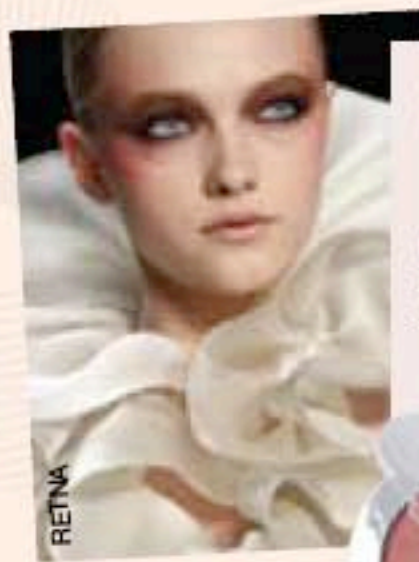


Wear bright patterned smock tops with colourful bags to get that arty look.

**HOT HEELS**



**Where to find it** 1 Evans £40 2 M&S £45 3 Next £7.50 4&5 Dorothy Perkins £25 6 Monsoon £200 7 Evans £55 8 H&M £24.99 9 H&M £19.99 10 Dorothy Perkins top £8 bottom £8 11 Evans various prices 12 H&M top £5.99 bottom £5.99 13 Accessorize £5 14 New Look £15 each 15 H&M £14.99 16 Topshop 17 Next £5



## SUMMER EYES

Doe eyed girl or smoky eyes are ideal for long summer evenings. Rim the inner eyelids with brown or grey eyeliner.



1



2



## GO NATURAL

Give your face a healthy glow by blending in shades across your brow and cheekbones.



3



4

# Beauty notes

## ELECTRIC LIDS

Try a splash of neon colour across the eyelid to create a tropical effect.



6



7



8

## METAL MAGIC



9

## FLIRTY LASHES



11



## LOUD MOUTH

Choose bold colours for lips – we love hot pinks and reds.



12

# Fashion to go

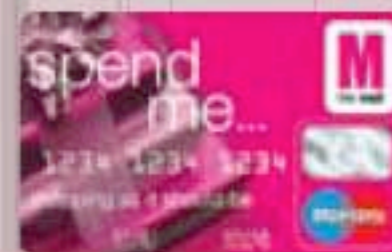
The Mall gift card is the perfect present for anyone who loves fashion. It can be used in any store\*, in any of our 23 Malls throughout the country.

Whether you want to treat friends or family, or if it's time they treated you, this handy gift card is available at the Ask Me Point at your nearest Mall.

## PERSONALISE IT

You can also add a personal message for every occasion such as birthdays, Christmas and thank you's.

Visit the Ask Me Point to pick up your Mall gift card today.



THE CARD FOR EVERY FASHIONISTA'S WALLET!



**Where to find it** 1 Per Una Cheek Colour bronzer, M&S £7.99 2 Bronzing pearls, brush and powder, H&M (various) 3 Body & leg shine, Bodyshop 4 Elite juicy tube lip gloss, Superdrug 5 Bloom from Oz (various), Superdrug 6 Eye shadow compact, Superdrug £9 7 Eye shadow compact, Boots 8 MEMEME Advance wear polish, Superdrug £4.25 9 TAXI PURE loose powder foundation, highlighter, blusher and eyeshadow, Superdrug from £7 10 Boots No. 7 Dream Lash mascara £10.50 11 MISS EYLURE, lashes, Superdrug £3.95 12 Lip gloss, H&M £1.99

\* Accepted in any store equipped for Mastercard.

From delicate buds to brilliant blooms, flower power is an essential look this season. There are lots of vibrant prints around – go for a girly understated floral or make a striking statement.

# Focus on florals



**WE LOVE...**

Look fabulous with this floral dress from Topshop.



**SAY IT WITH FLOWERS**



**BRIGHT BLOOMS**

**SIZE MATTERS**  
Big and bright might not suit all figures – softer prints can be more flattering.



**HOW TO WEAR IT**

**INDULGENT EXTRAS**  
Top off your outfit with some floral-inspired accessories.

From feminine tops to funky accessories, floral prints work well with muted tones.

**Where to find it** 1 Next £28 2 Debenhams £100 3 Topshop £40 4 Topshop £50 5 River Island £34.99 6 H&M £34.99 7 New Look £25 8 River Island 9 La Senza bra £16 brief £6 10 Debenhams £22 11 Accessorize £10 12&13 Freedom at Topshop £10 14 River Island £5.99 15 Accessorize £7 16 Faith £20

Get girly this season with soft layers of ruffles, frills, lace and chiffon. Pretty pleats give an added twist to mini and maxi skirts – who said romance was over?!

# New romance



REINA



**WE LOVE...**

Look fabulous with this ruffle top from River Island.

**DRESS IT UP**



**FULL-ON FIFTIES**

Short and full, 50s inspired skirts are a must. Define waists by cinching them in with a belt.



**BEAUTIFUL BLOUSES**

Pretty details play their part this season.

**HOW TO WEAR IT**

Sheer dresses and ruched tops look great dressed up or down.

**A FINE THING**

Add pretty vintage style necklaces and sparkling rings.



**WARDROBE STAPLE**

Gladiator sandals add that extra 'wow' factor. Find the style to suit you.



**LUSCIOUS LINGERIE**



**Where to find it** 1 Topshop £38 2 River Island 3 New Look £25 4 Knicker Box bra £22 knicker £16 5 River Island 6 TK Maxx £19.99 7 Debenhams £100 8 Dorothy Perkins dress £40 belt £8 9 Topshop £45 10 Dorothy Perkins £10 11 Freedom at Topshop necklace £15 bracelet £10 12 M&S £25 13 River Island £27.99 14 H&M £5.99 15 Faith £35 16 Faith £30

# Treat yourself

After a busy day of shopping, what could be better than sitting back and enjoying a relaxing pampering treat? Whether it's an amazing manicure or a revitalising massage or facial, make sure you send off for your **free** pamper voucher today.

## CLAIM IT TODAY!

Fill in your booking request form opposite and send it back to: **'Free Pampering Offer', PO Box 468, Swansea SA1 3WY.**

Please enclose a large stamped addressed envelope with your completed form. We will then send you a treatment brochure along with your redeemable pamper voucher. Tell us your dream treatment and location and a concierge will be in touch to book you in\*. Enjoy!

\* Your booking form must be received by 31/12/08. All treatments must be taken by 30/04/09.

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VOUCHER**

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GOOD  
FACTOR**

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- **REIKI**
- **ACUPRESSURE**



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today**

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fabulous  
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**M**  
the mall