



## WHAT'S YOUR STYLE?

### **SQUARE ONE LAUNCHES PERSONAL WARDROBE SESSIONS**

**Mississauga, ON (February 12, 2010)**—Need some excitement in your wardrobe? Want to know what clothes best suit your body type or which stores carry the styles that are right for you? Do you need some help finding which shoes and accessories will update your look and still be within your budget?

Square One Shopping Centre is going to make your life a whole lot easier! For Spring 2010, Square One Shopping Centre in Mississauga is launching a brand new Wardrobe Consultation service: The “Be The One” Wardrobe sessions is an exciting new service made up of four “top notch” fashion consultants who bring a wealth of experience in fashion and personal image consulting. But, most importantly, they offer an insider’s knowledge of everything that Square One’s fashion retailers have to offer.

“The service is more important than ever to today’s busy woman who spends more time shopping for her family than herself,” comments Square One Marketing Director, Linda Keen Lausberg. “She has limited time and doesn’t want to buy one more item that doesn’t quite work with her wardrobe and never gets worn. With recent renovations, Square One now has a fabulous mix of fashion retailers, now it is the perfect time to offer ‘Be The One’ Wardrobe sessions. If well received, the consultants will be back in the fall.”

Leading the team of style consultants is fashion guru Erika Larva, a producer of some of the biggest runway shows in Canada. When you arrive, you will have a one-on-one consultation to determine your lifestyle, likes, dislikes and body type. Then, the fun begins: You get to go shopping with your own personal shopper who will help you interpret today’s trends to find the style that’s right for you. After all, your own style is as personal as a thumbprint!

Erika Larva says: “It’s a wonderful opportunity to shop with an expert who can suggest a fabulous outfit for a special occasion, or the perfect business look if you’re starting a new job. It’s an opportunity to check out some stores where you normally wouldn’t shop and ‘step out of the box’ while still expressing your own style.”

**Square One's BE THE ONE Wardrobe Consultation programme will run during the spring season from April 8 to May 8, 2010. Bookings start on Wednesday March 10, 2010. Each appointment will be approximately 1 ½ hours in duration. Customers can book by calling 1-800-BE-THE-ONE or by visiting [www.betheonesessions.com](http://www.betheonesessions.com).**

There is a fee of \$25 to book the appointment; however, the fee will be reimbursed to the customer in the form of a Gold Gift Certificate upon arrival at the "Be The One" wardrobing session. As an added bonus, the first 100 customers who book an appointment will receive a FREE beautiful "BE THE ONE" compact mirror.

We expect this new service to be very popular. So to ensure your spot, please book as soon as possible.

Square One Shopping Centre, which is managed by Oxford Properties Group, is located at Hwy. 403 and Hurontario Street in Mississauga. The recent dramatic renovations have resulted in a fashion-forward interior design that offers customers a cosmopolitan and vibrant shopping experience. Square One Shopping Centre offers over 1.6 million square feet of prime retail space, which translates into more than 300 of the most recognizable brand names.

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**Media Contact:**

**Ruby Fruitman/Sonya Luchetta**  
**Fruitman Communications Group**  
**905.780.0880**  
[ruby@rfcg.ca](mailto:ruby@rfcg.ca)  
[sonya.luchetta@rfcg.ca](mailto:sonya.luchetta@rfcg.ca)