



THE MALL RAT

AN INSIDER'S SCOOP

A NOTE FROM THE EDITOR

Greetings!

Several years ago, I developed the personal shopping services for a major retailer; famous for their great clothes and outstanding customer service.

Even back then it occurred to me that the smartest shoppers can always use direction, advice and maybe even some "insider" tips.

And so, we recently introduced our version of the modern day personal shopper to the Smart Screens throughout the mall. It's a simple concept that has raised the bar on the type of service and information we can provide shoppers- especially during this holiday season.

Which stores have the best sales and promotions this weekend? What cosmetic company has the best gift when I make a purchase? If I'm only buying one pair of boots- what's the best style for me?

Of course, Essentials, another popular feature highlights the current fashions, fragrances and accessories. Just think of Essentials as "must- have" items for smart shoppers who want the newest products available in-store.

Can you think of a better way to link in with shoppers, help them make smart purchasing decisions-- and deliver customers right to your door step?

Here's to a great shopping season!

Warren Christopher, Editorial Director
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Left to Right: Jennifer, Warren & Amanda

Calling All Fashionistas!

You've probably noticed the newest addition to our editorial content mix on the Smart Screens. **trend alert** was recently launched to keep shoppers abreast of significant fashion trends. Each month, our resident (and quite trendy) editors scour the malls and fashion magazines to show consumers key items that will freshen up the wardrobe- without breaking the bank.



Ready to Take Flight

Being considered for *Today's Top Ten* couldn't be easier!

The deadline for your materials to reach us is every Tuesday at 5pm. It's that simple.

If you've been selected you will hear from us with a snapshot of the malls you're appearing in. We'd love to have you on board but the space is limited- so plan ahead for the holiday season.

Keep In Touch

FOR MORE INFORMATION ABOUT TODAY'S TOP TEN CONTACT:

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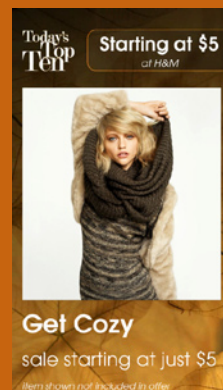


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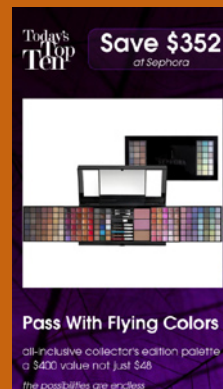
CREAM OF THE CROP

Why'd we pick 'em?

Because you can get a great fall outfit for less than \$100!



Because you get \$400 worth of fabulous product for just \$48!



Because this great fall image put us in the mood for the shopping season - and what a great sale!



Because who doesn't love diamonds - especially at this price!

