

## **Autumn fashion on show at Lakeside**

**12<sup>th</sup> September 2011** – Following six fantastic days of fashion in spring, Lakeside will be hosting a whole fortnight of fashion-focused events this autumn. The ever-popular Autumn Fashion Shows will return between 7<sup>th</sup> and 9<sup>th</sup> October, with 15 exciting catwalk shows featuring the hottest new items from *over 40* Lakeside stores.

Since it's Lakeside's 21<sup>st</sup> birthday year, the shows are bigger and better than ever before and will also feature extra special finales underneath the giant "21" in Lakeside's Central Atrium.

The 3D body scanner will also make a welcome return to the fashion fortnight between 7<sup>th</sup> and 9<sup>th</sup> October. Run by qualified stylists, the body scanner provides shoppers with a personalised printout showing their body shape and accurate measurements, along with information about which size clothes will fit them best in a number of Lakeside stores. Best of all, it's completely free.

More information about Lakeside's Autumn Fashion Shows, including a competition to win a £500 Gift Card, can be found online at [www.lakeside.uk.com/autumnfashion](http://www.lakeside.uk.com/autumnfashion).

The weekend before the fashion shows (30<sup>th</sup> September to 2<sup>nd</sup> October), a free styling event called "Little Black Dress" will take place in centre offering shoppers the ideal opportunity to find their perfect party dress. Stylists will be on hand in the Central Atrium with plenty of party dresses from across the centre to help shoppers find the right one for them.

Whether ladies are looking for sparkle, sophistication, subtlety or a show-stopper, the Lakeside Little Black Dress team is bound to be able to help with a huge choice of colours, styles and sizes from a wide range of the centre's stores. Appointments can be pre-booked online at [www.lakeside.uk.com/littleblackdress](http://www.lakeside.uk.com/littleblackdress).

-ENDS-

### **Notes to Editors:**

For further information, please contact Rebecca Wheeler, PR Coordinator at Lakeside on: 01708 684 312.

## **About Lakeside**

- Lakeside is open from 10am - 10pm weekdays, 9am - 9pm Saturdays and 11am - 5pm Sundays
- The Boardwalk, opened in 2007, is a waterfront leisure area at Lakeside Shopping Centre offering a host of restaurants, plus a revolutionary new concept Vue cinema
- Lakeside Shopping Centre together with the adjoining Retail Park form one of the largest shopping areas in Europe
- Over 20% of the UK population lives within a one hour drive of Lakeside
- Lakeside Shopping Centre is part of the Capital Shopping Centres portfolio of centres

**Capital Shopping Centres** Group PLC (CSC) is the UK's leading specialist developer, manager and owner of pre-eminent regional shopping centres. With a portfolio of 14 centres representing 16 million sq ft of retail space and a valuation of £6.7 billion CSC's assets attract well over 300 million customers a year. With 10 out of the top 25 UK centres and four of the top six the CSC portfolio comprises five major out of town centres including the Trafford Centre, Manchester; Lakeside, Thurrock; Metrocentre, Gateshead; Braehead, Glasgow and the Mall at Cribbs Causeway, Bristol and nine in-town centres including those in prime locations such as Cardiff, Manchester, Newcastle, Norwich and Nottingham. With a dedicated and skilled management team CSC aims to be the landlord of choice for retailers and to provide compelling destinations for shoppers. For further information see [www.capital-shopping-centres.co.uk](http://www.capital-shopping-centres.co.uk)