



***** MEDIA ALERT *****

**NorthParkNow Spring 2016 Trend Magazine
Launches with Exclusive Shopping Event
Saturday, March 12, 2016**

- WHAT:** Join NorthPark Center for an exclusive shopping event to celebrate the newest issue of NorthParkNow, a colorful and comprehensive trend guide for spring 2016 featuring NorthPark's contemporary retailers.
- WHEN:** Saturday, March 12, 2016, 12-6PM
- DETAILS:** Dive into the hottest trends for spring with NorthPark Center. Enjoy special offers and surprises at participating retailers. From 1-3PM at Michael Kors, style your spring wardrobe with NorthPark Fashion and Lifestyle Ambassador Kimberly Schlegel Whitman.
- WHERE:** NorthPark Center, 8687 North Central Expressway, Dallas, TX
- LINK:** <http://www.northparkcenter.com/northparknow>

THE TRENDS:

(As seen in NorthParkNow Spring 2016 edition.)

- **Beauty Now:** Discover the hottest lipstick colors, the best hair and skin products, and beautiful fragrances to guide you on the right path to reaching your inner spring goddess.
<https://www.dropbox.com/sh/xysjwu5spc3vqqc/AAAL4DLmM3NIVtwUxMKIWVC0a?dl=0>
- **Denim:** It's all about 70's retro flares and straight, wide legs, as seen all over the runways.
<https://www.dropbox.com/sh/jqtb5zf3p7dodof/AAB63DO7nV78dQ6DVEJVDEFDa?dl=0>
- **Get It Now:** Spring into action with this season's most exciting must-haves, from solid colors to beautiful lace and fresh florals.
<https://www.dropbox.com/sh/9i0xbkzliywsu9o/AAArZawJPUszsABYqme0DFEa?dl=0>
- **Lovely Lace-Ups:** Strappy shoes in all shapes and styles are in, from sleek stilettos to statement-making flats.
<https://www.dropbox.com/sh/7hqsokqtvylhxez/AAAPYqvC7F0o9wZbuzttbnE1a?dl=0>

- **Now Trending:** Let there be sparkles, stripes and ruffles in primary hues to keep you looking dazzling this spring.
<https://www.dropbox.com/sh/hdbbsh2j5lyjw19/AADuQWkyxwSJwny9UEeNNRJ2a?dl=0>
- **Silver Standard:** Swing back into silver this spring and update your look with metallic accessories.
<https://www.dropbox.com/sh/t64aoy2znt1c5ku/AAAnp6bQ30Z2DMpz0JahX6Hma?dl=0>
- **Totally Texture:** Tantalizing textures add panache to your spring handbag collection.
<https://www.dropbox.com/sh/dg3plzfwuw2v7g7/AAAAOEsTRHzLcja8LqUfGI5Oa?dl=0>

THE RETAILERS:

(Special offers valid on Saturday, March 12 only.)

- **Aldo:** Receive 15% off with purchase of \$75+.
- **Banana Republic:** Present a copy of the spring edition of NorthParkNow to receive 50% off up to 5 full-price items (exclusions apply, one-time use only).
- **Fresh:** In-store activation with launch of Fresh Sugar Sport Treatment Sunscreen SPF 30.
- **Helen Ficalora:** Gift with purchase, refreshments.
- **Henri Bendel:** Receive 20% off full-price purchase.
- **Intermix:** Join Intermix for a champagne toast to the launch of NorthParkNow.
- **kate spade new york:** Stop in for special discounts and view the ice cream-themed March collection.
- **Kiehl's Since 1851:** Treat yourself to a healthy skin check up, refreshments and photobooth fun.
- **L'Occitane:** Relax with complimentary mini facials, skincare consultations and hand massages. Featured product gift with purchase.
- **Make Up For Ever:** Learn more about their newest product and receive a deluxe sample bag with any \$75+ purchase.
- **Michael Kors:** Join NorthPark's Fashion and Lifestyle Ambassador Kimberly Schlegel Whitman for a personal styling session from 1-3PM.
- **Original Penguin:** Gift with purchase, refreshments.
- **PANDORA:** Gift with purchase, refreshments.
- **Robert Graham:** Gift with purchase of \$250+.
- **Splendid:** 25% off dresses for women and girls.
- **Steve Madden:** Receive a lipstick or luggage tag with purchase of \$79.95+.
- **Ted Baker:** Gift with purchase.
- **Tory Burch:** Refreshments.

About NorthPark Center

[NorthPark Center](#) is Dallas' finest shopping experience with more than 230 stores and restaurants, including more than 70 market exclusives. Anchored by Neiman Marcus, Nordstrom, Macy's and Dillard's, NorthPark Center offers an unparalleled collection of luxury boutiques set amid internationally acclaimed 20th and 21st century art, award-winning architecture and extraordinary landscaping, as well as a 1.4-acre garden, CenterPark, and a state-of-the-art movie theatre, AMC NorthPark 15. NorthPark Center surpassed \$1.3 billion in sales in 2015 and consistently ranks as one of the top five performing shopping centers in the United States. NorthPark Center is North Texas' number one tourist destination and is conveniently located five miles from downtown Dallas and 35 miles from Fort Worth.

Contacts

Shelby Foster
Assistant Manager, Public Relations
NorthPark Center
214.369.1234 x 226
sfoster@northparkcntr.com

Kristen Gibbins
Executive Director of Marketing and Strategy
NorthPark Center
972.514.2099
kgibbins@northparkcntr.com