



Contact: Sue Helondovitch
Strategy + Style Marketing Group
Ph: 908.930.6509
sueh@stategyplusstyle.com

Karen Fluharty
Strategy + Style Marketing Group
Ph: 973.590.9779
kfluharty@strategyplusstyle.com

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THE OUTLET SHOPS OF GRAND RIVER PRESENTS “THE FALL 5”

Noted Fashion & Style Expert Reveals Ultimate Guide to Fall Fashion Must-Haves for Less

LEEDS, Ala. (September 12, 2011): The Outlet Shops of Grand River, a distinctive outlet shopping destination featuring more than 65 designer and brand name outlet stores located minutes from Downtown Birmingham, helps shoppers make the transition from summertime styles to autumn attire unveiling *The Fall 5*, the outlet shopping destination’s guide to fall fashion must-haves for less.

“When you are looking for the latest styles for the upcoming season and are shopping on a budget, the outlets are the place to be to find everything on your list for a fraction of the cost,” says The Outlet Shops of Grand River Fashion and Style Expert Lilliana Vazquez, a noted stylist known for hosting *Style Check* and *That’s So New York* along with appearances on *The Nate Berkus Show* and *New York Live*. “Why pay full-price when you can find today’s sought after styles from your favorite brands and look fabulous for much less?”

At everyday savings of up to 65 percent off regular retail prices, The Outlet Shops of Grand River shoppers have complete access to top designer and name brands including Banana Republic Factory Store, Chico’s Outlet, Coach Factory, DKNY, Gap Factory Store, GUESS Factory Store, Kenneth Cole, Polo Ralph Lauren Factory Store, Talbots Outlet and Tommy Hilfiger Company Store, among many others.

As the summer sun disappears and chilly autumn nights begin, Vazquez and The Outlet Shops of Grand River present *The Fall 5*, the ultimate guide to fall fashion must-haves for less that are sure to turn heads this season:

1. **Roar Out Loud:** Leopards, tigers and cheetahs, oh my! This fall unleash your inner jungle cat in a confidently fierce animal print sheath dress, cardigan or pair of sexy stilettos. Suitable for a day in the office or night on the town, visit DKNY, Tommy Hilfiger Company Store or Kenneth Cole to release this ultra-trendy style.
2. **The LRD:** Otherwise known as The Little Red Dress, no closet would be complete without one this season. Find your seasonal staple ideal for the office and the dance floor at Chico's Outlet, dressbarn or Polo Ralph Lauren Factory Store. What's more, reigning as the supreme shade of the fall season, red may also be worn as eye-catching accent color. Try a splash of scarlet sporting a scarf from Talbots Outlet or tote from Wilson's Leather Outlet.
3. **Lady in Lace:** Lace-enhanced fashions take on a modern twist this season, evolving from feminine to ferocious. Choose tanks, tops and sweaters from stores including Banana Republic Factory Store, maurices and rue21.
4. **Such a Stud:** Whether shining brightly on the lapels of a fitted blazer from Guess Factory Store, embedded into an evening clutch from Coach Factory or adorned on a pair of jeans from Aeropostale, decorative metal studs are one of this fall's hottest fashion elements.
5. **Chunkier the Better:** We're talking about heels here! Sturdy, easier to walk in and available in a variety of styles from boots to peep toes, chunky heels are this season's top choice for fashionable, versatile footwear. Shop Famous Footwear Outlet, Naturalizer or Nine West Outlet to find a pair that effortlessly finishes off any look.

About The Outlet Shops at Grand River

Located at Exit 140 along the I-20 corridor between Birmingham and Atlanta in Leeds, Ala., The Outlet Shops at Grand River features more the 65 leading designer and brand name stores including Banana Republic Factory Store, DKNY, Guess Factory Store, Kenneth Cole, Justice, Nine West Outlet, Nike Factory Store and Tommy Hilfiger Company Store, among many more, which offer savings up to 65 percent off regular retail prices every day. For more information about The Outlet Shops of Grand River including a complete store directory, shopping hours and driving directions, please visit www.shopsofgrandriver.com.