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Pops of color, bold patterns score in North Grand Mall fall fashion show

Ames, IA –Retro-inspired prints and bold plaids will star at North Grand Mall's runway fashion show and shopping spree giveaway at 11 a.m., Saturday, October 3. Set to the beat of today's hottest music, models will rock the runway sporting the latest styles from North Grand Mall.

Shoppers can enter to win a North Grand Mall \$200 fall fashion shopping spree and other prizes. Registrations will be accepted on October 3 and winners will be drawn during the fashion show. No purchase necessary. Winner need not be present to win. Rules apply.

Fashionistas attending the show can catch the hottest fall trends in colors, texture and accessories.

Colors for fall lean toward the darker hues of black, metallics, grays, reds, and blues. Tweed and leather fabrics are popular this season. All of these colors and textures can be combined with one another to form multiple outfits. 80's inspired neon's and splattered prints are still fashionable. Neutral earth tones in browns, greens and rusts form a contrasting palate.

Trendsetters are mad about plaid this season. The traditional pattern is back in bold, bright colors and making a statement in everything from handbags to skirts. More non-traditional patterns such as animal prints, paisley and ethnic inspired motifs will also be in style.

The layered look will continue as an important fashion statement into the fall. Combining basic classic styles with a few of the season's trends will rejuvenate any wardrobe on a budget.

Jeans are still a fall staple in everyone's closet. Nearly all stores are featuring various distressed denim pants as the must-have bottom of the season. Skinny jeans or a more form fitting jean are in for both girls and guys. Skirts and

dress hemlines will primarily be mid-thigh, which means goodbye to the micro-mini skirt for the cool weather ahead.

Accessories are an essential complement to the fall wardrobe. Scarves of every color are a must have this autumn. Whether they are striped, checkered, animal print or plaid, they create an inexpensive way to renew last year's styles. Handbags go to extremes with the clutch taking an important role, followed by the oversized tote slung over the arm or across the body. Jewelry shines with extra-large and tiered necklaces and big bangle bracelets.

Converse high top shoes sporting fun colorful prints and shoelaces are making a comeback from the '80s. Shoppers can choose colors or patterns for the outside body, inside body, heel stripe, tongue, lining, rubber sidewall, racing stripe, stitch, and laces. Some styles also allow the shoe to be personalized with choice of colors, patterns and name.

A casual, less put-together ensemble is one of the hottest looks for guys this year. Vintage tees and layering are keys to reach this easy-going look. Pairing patterns like plaids and stripes with graphic images will complete his back to school makeover.

For more information, contact North Grand Mall at 515-232-3679 or visit www.northgrandmall.com.

North Grand Mall, located at 2801 Grand Avenue, is home to JCPenney, North Grand 5 Theatre, Younkers and nearly 50 fine shops and services. North Grand Mall is open from 10 a.m. to 9 p.m. Monday through Saturday and noon to 5 p.m. Sunday.

North Grand Mall supports the community with multiple programs throughout the year. Past activities include: Toys for Tots, Holiday Giving Tree and semi-annual Community Fairs.

North Grand Mall is owned and managed by GK Development, Inc.

About GK Development, Inc.

GK Development, Inc acquires, re-develops, manages and leases well-located properties in growing markets. The Barrington, Illinois-based company owns 5 million square feet of space located in nine states. The company was founded in 1995. For more information visit www.gkdevelopment.com

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