

TRENDSPOTTING 2012

Trendspotting coverage will appear as a full page broadsheet in the main news section of *Park Cities People* and *Preston Hollow People*. One shopping center will be highlighted per issue date. The piece will feature the most interesting and newsworthy attributes of the shopping center for the week, promoting such things as restaurant deals and tenant anniversaries.

Trendspotting

Special advertising content This Week: The Pavilion at Lovers Lane

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She's Got The Look

Doesn't Maddie Newman look like she's ready to go off to college? Thanks to our friends at The Pavilion on Lovers Lane, she's got the clothes and gear she'll need to make a good first impression at Wake Forest University.

A former member of the Highland Park High School golf team, Maddie picked Wake Forest after a whirlwind tour of East Coast schools during the spring break of her junior year.

"I liked the size, particularly, because I didn't want a huge university, but I didn't want one that was the same size as my high school," she said. "Also, I want to study business, and they have a well-known business school."

Her HP shoes will be filled by little sister Grace, a rising freshman whom Maddie jokingly said is being left "all alone" with their parents.

"She'll be fine," Maddie said. "She'll come visit me a lot I'm sure."



Maddie Newman

Get The Look

Custom pillow: The Pillow Bar, 8125 The Lines Boutique
 Tote bag: Jon Hart Design, 8125 Paper Affairs
 Duffie bag: Jon Hart Design, 8125 Paper Affairs
 Purse: Francesco Bisia Jeanne, 8275 Rangone-Forest Shoes
 Sandals: ROC Shoes, 8125 99 Tylee's
 Shorts: Rock Revival, 8125 99 Tylee's
 Tank top: Color Story, 59 99 Tylee's
 Drapery shirt: Melissa, 8125 99 Tylee's
 Earrings: Sarah McCabe, 875 Primrose Boutique

BUSINESS BIRTHDAYS

Jean-Philippe Salon Celebrates 15th!

Known for creating complete image makeovers, Jean-Philippe Salon is a leader in beauty solutions with specialists in the areas of hair styling, hair color and maintenance, and makeup artistry. Named best technical cut and color by D Magazine in 2002, internationally trained stylist Jean-Philippe opened the salon in 1997 and has serviced many celebrities and exclusive clientele.

In a time when salons are morphing into spas, Jean-Philippe Salon takes us back to the basics – focusing on great technical haircuts, a visionary sense of fashion and hair trends, and a deep appreciation for reflecting a client's inner beauty.

BOTTOMS UP!

Food & drink specials



This Week's Deal is at Zoe's Kitchen

Mamma mia! Enjoy the rustic creative fare at this Highland Park spot on the cheap; you can catch free drinks and half-price pizzas on certain days of the week. Other food and drink specials this week that caught our attention include:

Cafe Express 214-955-2212
5-9pm, 20% off on Wednesdays

Bata's 214-955-2212
4-8pm, Free dessert with order over \$10

Peetco 214-955-2212
\$1 off beer of the month

Qdoba 214-955-2212
7 p.m. to 7 p.m., \$2 margaritas and domestic beers

Zoe's Kitchen 214-955-2212
free drink with large salad

SHOPS & SERVICES

Body Jewelers
Brigg-Premont Real Estate
Cafe Express

Cipriani
Chloe's
Classic Cut
Eater's
General Nutrition Center
Hollywood Star Nails and Spa
J. Eric Hahn, DDS
Jean-Philippe Salon
Lisa Caloway-Birby, OD

New Gallery & Studio
Peetco
Paper Affair
Park Cities Pilates
Primrose Boutique
Qdoba Mexican Grill
Rangone-Forest Shoes
Rosa's Boutique
and Bakery
Santique

Stewart Title
State Farm Insurance
The Kooly Wall Agency
The Lines Boutique
The Phoenix Salon
Tylee's Sports
UPS Store
Zoe's Kitchen

NEW
IN 2012

RATES (NET):

Full pg (10" x 21")	FREQUENCY
	1X \$8,000
	4X \$7,000
	6X \$6,000
	12X \$4,000

Editorial and Photography are provided

DEADLINES:

Space Reservation

3 weeks prior to issue date

All Ad Materials Due

2 weeks prior to issue date

For more information, contact your marketing consultant at 214.739.2244 or e-mail advertising@peoplenewspapers.com.

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