

Holiday Trends

Holiday News For Savvy Spenders And Stylish Shoppers

(NAPSA)—Whether you're the "fashionista" among your friends or aspiring to be one, advice from Steve Kemble can help.

To help make this year's holiday shopping experience the most fun yet, Kemble, America's sassiest lifestyle guru and General Growth Properties' (GGP) gift-giving expert, outlines his holiday shopping secrets and the hottest items of the season.

•**Don't Strip Your Wardrobe of Color:** Choose your favorite color to wear—just tone down the hue. Think lavender and rose.

•**Add Prints for a Splash of Excitement:** Prints add a pop of excitement to your holiday getup. Try pairing a printed sweater with a monotone and neutral-colored outfit. If you have the confidence, wear multiple patterns in one look.

•**Buy Two, Get the Third Free" Deal:** Keep an eye out for "Buy Two, Get the Third Free" or "Buy One, Get the Second Half Off" sales and make your move. Just be sure to have a list of everyone you plan to buy for and how much you plan to spend on each person. Don't forget co-workers, teachers, neighbors and friends. By having your list handy, you'll be time efficient and money conscious.

•**Personalize Your Gift:** No matter what you're giving, add your own touch to make it even more special. You can personalize almost anything. For example, for Mom, choose an apron with a picture of the both of you on it or a hanging calendar filled with cherished family photos. For Dad, personalize a sweatshirt with his favorite college team or upload



Savvy holiday shoppers can download "The Club" mobile app to connect, shop and save at 150-plus GGP malls.

family memories to a digital photo frame for his desk.

•**Plan Your Day to Save Time and Money:** Make a list of all the stores you need to hit and plan your day so there's no need to backtrack. Android and iPhone users can download GGP's free mobile app "The Club," which offers today's on-the-go shopper real-time retail sales and mall event updates, Google® Maps navigation, live Facebook® feeds, Shop Etc. gift card balance updates, play-a-day games and more. Download the free application through the App Store or Android Market by searching The Club Shopping Mall Guide.

•**Give the Gift of Choice:** Consider giving GGP Shop Etc. mall gift cards. It lets your special gift recipients decide what they really want most. They can buy that hot new iPad they've been eyeing or treat themselves to a nice dinner. Become a fan of your local GGP mall on Facebook. Join The Club. Membership is free. Visit at www.GGP.com, choose your mall and sign up for event activities, special offers and retailer savings.