

MEDIA RELEASE

‘Be You’ at Erina Fair - your Autumn Winter fashion destination

Erina, 12 April 2016: Erina Fair launches its Autumn Winter fashion campaign, ‘Be You’, with an exciting program of fashion-inspired events throughout April.

The Hub Youth Centre will launch the new fashion season on Thursday 14 April with *Fresh Talent*, where eight young DJs will be showcasing their mixing skills for Erina Fair shoppers. *Fresh Talent* will be held every Thursday night at the entry to the food court from 6pm to 8pm commencing 14 April to 5 May.

Erina Fair pairs up with The Hub Youth Centre again to screen the *Ideas to Screen Short Film Festival* from Monday 18 April to Sunday 24 April. Participants have produced inspiring short films covering an array of topics of interest to them, including their relationship with fashion.

Stephen Ross, Erina Fair Centre Manager, said we’re thrilled to be collaborating with The Hub Youth Centre to celebrate our Autumn Winter fashion campaign with the centre’s younger customers.

“This is a great opportunity for the Central Coast’s youth to experience the creative talents of local DJs and filmmakers and become more familiar with our wide range of younger fashion brands,” said Mr Ross.

Everyone can enjoy the latest fashion trends with 40+, youth and general fashion parades in The Fashion Mall, near Peter Alexander, from Thursday 21 April to Saturday 23 April.

Pick up a free copy of our new fashion magazine *Flair* for further fashion advice from 15 April and visit www.erinafair.com.au for a full program of activities, giveaways and special offers.

ENDS

For more information please contact:

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Autumn Winter fashion campaign program

Activity	Dates/Times	Location
<i>Fresh Talent</i>	Thursday 14 April Thursday 21 April Thursday 28 April Thursday 5 May 6-8pm	Near the Food Court entry
<i>Ideas to Screen Short Film Festival</i>	Monday 18 April to Sunday 24 April	Chill Out Zone near the Food Court entry
40+ Fashion Parade	Thursday 21 April at 11am Friday 22 April at 1pm	The Fashion Mall near Peter Alexander
Youth Fashion Parade	Thursday 21 April at 6.30pm Saturday 23 April at 1pm	
General Fashion Parade	Friday 22 April at 11am Saturday 23 April at 11am	

About Lendlease

Lendlease is a leading international property and infrastructure group. Listed on the Australian Securities Exchange and with circa 11,900 employees worldwide, Lendlease's capabilities span the property value chain.

In Australia we offer development management; investment management; project management & construction and asset & property management. Our expertise covers multiple sectors including commercial, residential, retail, retirement and infrastructure.

About Flair

Flair is Erina Fair's free 28 page colour fashion magazine created specifically to inspire readers with the latest fashion and lifestyle trends. The Autumn/Winter edition 'Like No Other' features rising Australian model Tilly Smith styled by fashion blogger Romy Freedman (Style Me Romy).

Australia's golden girl Jessica Mauboy shares her insights on how she is creating a life 'Like No other'. *Flair* provides a range of aspirational fashion options, tips and trends, along with informative lifestyle stories from some of Australia's leading experts including; *Show and Tell's* Brooke Bayes, nutritionist Lola Barry, The Healthy Chef founder Teresa Cutter, Chinese medicine doctor Nat Kringoudis and Dr. Libby Weaver.

