

SIMON®

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OCTOBER 4 & 5

BURLINGTON MALL®

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TRENDS&FRIENDS
N I G H T

FRIDAY, OCTOBER 4
LOWER LEVEL, NORDSTROM WING

5:00 –8:00 p.m.

Bring your friends and enjoy a fun night out. Score samples and see demonstrations from your favorite stores and restaurants.

Fashion, Beauty & Spa

Athleta	Dellaria Salon	Laura Mercier at Lord &
Aveda	Eddie Bauer	Taylor
bareMinerals	Estée Lauder at Macy's	NARS at Lord & Taylor
Chanel at Lord & Taylor	FitHouse	Same Sky
Clinique at Macy's	Kiehl's Since 1851	Sephora
Dior at Lord & Taylor	L'Occitane	Talbots/Talbots Petites

Food & Entertainment

Au Bon Pain	Johnny Rockets	ShotCakes
Bobby's Burger Palace	Legal Sea Foods	Sound Lion
DJ Dave from Spinner Records	Lindt Chocolate of Switzerland	T-Mobile
Häagen-Dazs	Red Mango	Williams-Sonoma
HotShots		

LOWER LEVEL, CENTER COURT
SIMON FASHION NOW STAGE

Simon Fashion Now Swag Bag Giveaway

5:00 p.m.

The first 250 Trends & Friends Night attendees to register their email address and mobile phone number in person will receive a Simon Fashion Now Swag Bag*! While supplies last. Contents may vary. See registration form for complete details.

The Runway Giveaway – Every hour, two people walk off with a prize!

5:00 – 7:00 p.m.

Register every hour from 5:00 to 6:55 p.m. for a chance to win great prizes like a Lord & Taylor Cosmetics Gift Basket, a Keurig Gift Basket, a Pair of Shoes from New Balance Life and more! See registration form for complete details.

TRENDS&FRIENDS N I G H T

FRIDAY, OCTOBER 4 LOWER LEVEL, CENTER COURT SIMON FASHION NOW STAGE

Live Performance from *American Idol* Erika Van Pelt

5:30 p.m.

Don't miss this live performance from season 11 *American Idol* finalist Erika Van Pelt as she performs her first single "Listen, Learn, Then Delete" and other songs from her debut album "My Independence".



Lord & Taylor Runway Fashion Show

6:00 p.m.

Catch a glimpse of fall's finest looks on the runway in this show featuring clothing and accessories exclusively from Lord & Taylor.

Runway Fashion Show

7:00 p.m.

The fashionable fun continues in this runway show featuring:

Juicy Couture
Sound Lion
Swim 'n Sport
Rockport

New Balance Life
Vans
bebe

Coach
Caché
Banana Republic

SATURDAY, OCTOBER 5 LOWER LEVEL, CENTER COURT SIMON FASHION NOW STAGE

Design Wars presents The Pink Project

12:00 noon

MAGIC 106.7's Candy O'Terry brings you Design Wars! Cheer on students from Framingham State University and Lasell College as they showcase their skills to create "pink" garments to support Breast Cancer Awareness in partnership with the Ellie Fund.



Simon Fashion Now Swag Bag Giveaway

12:00 noon

The first 250 Simon Fashion Now attendees to register their email address and mobile phone number in person will receive a Simon Fashion Now Swag Bag*! *While supplies last.

Contents may vary. See registration form for complete details.

SATURDAY, OCTOBER 5 LOWER LEVEL, CENTER COURT SIMON FASHION NOW STAGE

The Runway Giveaway – Every hour, two people walk off with a prize!

12:00 noon – 4:00 p.m.

Register every hour from 12:00 noon to 3:55 p.m. for a chance to win great prizes like a Macy's \$100 Gift Card, a Nordstrom Cosmetics Gift Basket, a Dellaria Salon Flat Iron, a Dyson AM 02 Tower Fan and more! See registration form for complete details.

Children's Runway Fashion Show

1:00 p.m.

Preview the latest trends for the kids from:

Lord & Taylor

P.S. from Aéropostale

Lucky Brand

Macy's

Juicy Couture

GapKids

Trendy Electronics Show

1:30 p.m.

Check out all the newest gadgets in this show featuring:

Sur La Table

Sound Lion

Microsoft

Williams-Sonoma

Runway Fashion Show

2:00 p.m.

See the must-haves for fall in this runway fashion show featuring:

Talbots

Ann Taylor

Everything But Water

Eddie Bauer

J. Jill

ECCO Shoes

Athleta

Lucky Brand

Microsoft

The Limited

Gap

Ready, Set, Style!

Immediately following the 2:00 p.m. & 3:00 p.m. shows

Calling all fashionistas to play Ready, Set, Style! Join us for an interactive styling competition for a chance to win this season's hottest accessory, a Simon Giftcard®!

Terms and conditions apply. See simongiftcard.com for more details.

SATURDAY, OCTOBER 5
LOWER LEVEL, CENTER COURT
SIMON FASHION NOW STAGE

Macy's Runway Fashion Show

3:00 p.m.

Up close and fashionable! Fall's hottest looks hit the runway in this fashion show featuring items exclusively from Macy's.

Nordstrom Runway Fashion Show

4:00 p.m.

Find the perfect look in this runway show featuring fashions from Nordstrom.

Model hair styled by D'Spa by Dellaria. Make-up by bareMinerals.

STYLE STOPS

AU BON PAIN

Saturday, October 5

Noon – 2:00 p.m.

Lower Level, Au Bon Pain

The fall flavors are here. Stop by and sample our new menu items like Harvest Pumpkin Soup or a delicious Harvest Cookie.

AVEDA

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 4:00 p.m.

Lower Level, Apple Court

New Make-Up! New Hair! New You! Try out our new fall make-up & hair demonstration. Sit for a consultation and receive a complimentary sample.

BAREMINERALS

Saturday, October 5

10:00 a.m. – 4:00 p.m.

Upper Level, Nordstrom Wing

Come & learn about the latest makeup trends from our featured artists and District Trainer Helen Beaumont.

STYLE STOPS

Discover fall trends and products with interactive demonstrations:

BOBBY'S BURGER PALACE

Saturday, October 5

Noon – 5:00 p.m.

Lower Level, Apple Court

Stop by and learn about Bobby's Burger Palace and their great way of cooking America's Favorite Meal!

BLUE STOVE AT NORDSTROM

Saturday, October 5

Noon – 2:00 p.m.

Lower Level, In front of Nordstrom

Stop by Blue Stove Nordstrom and try a delicious sample of our Chopped Vegetable Salad with Sherry Mustard Vinaigrette dressing.

CLINIQUE AT MACY'S

Saturday, October 5

Noon – 5:00 p.m.

Lower Level, Macy's

Come and experience cosmetic and skin care demonstrations featuring the latest Clinique products available at Macy's.

EBAR AT NORDSTROM

Saturday, October 5

3:00 – 5:00 p.m.

Lower Level, In front of Nordstrom

Feeling Thirsty? Come by and try our refreshing lemonade from the eBar.

ESTÉE LAUDER AT MACY'S

Saturday, October 5

Noon – 5:00 p.m.

Lower Level, Macy's

Come check out the latest fall make-up trends and a personal pampering package from Estée Lauder at Macy's.

STYLE STOPS

Discover fall trends and products with interactive demonstrations:

ECCO SHOES

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Upper Level, ECCO Shoes

Visit the ECCO Style Stop to see some of our new Autumn Winter collection and receive a complimentary shoe shine!

ELLIE FUND SILENT AUCTION

Saturday, October 5 Noon – 5:00 p.m.

Lower Level, Lord & Taylor Wing

Stop by and bid on amazing silent auction items while supporting the Ellie Fund's mission to fight breast cancer. Proceeds from the silent auction will be used to provide critical support services free of charge to local women and families undergoing treatment for breast cancer.

HÄAGEN-DAZS

Saturday, October 5

Noon – 4:00 p.m.

Lower Level, Apple Court

Pick up our 10% off Key Card and sample one of our delicious Baristos in three amazing flavors - Classic coffee, dulce and mocha.

HOTSHOTS PHOTO BOOTH

Friday, October 4

5:00 – 8:00 p.m.

Lower Level, Nordstrom Wing

Check out our booth and get your photo taken! Great for weddings, special events and corporate functions! Book today! Your guests will thank you.

HotShotsPhotoBoothRental.com or call 978-360-0998

KIEHL'S SINCE 1851

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 4:00 p.m.

Upper Level, Nordstrom Wing

Stop by where you can experience the joys of a "healthy skin check" and receive three custom blended samples for your skin type.

STYLE STOPS

Discover fall trends and products with interactive demonstrations:

LAHEY HOSPITAL & MEDICAL CENTER LOUNGE

Friday, October 4 5:00 - 8:00 p.m.

Saturday, October 5 12:00 - 5:00 p.m.

Lower Level, Lord & Taylor Wing

Stop by to learn more about the innovative and comprehensive breast health services offered right next door at Lahey Hospital & Medical Center.

LANCÔME AT MACY'S

Saturday, October 5

Noon – 5:00 p.m.

Lower Level, Macy's

Discover how to recreate the best fall make-up looks seen on the runway with a one-on-one personal consultation with Lancôme at Macy's.

LANCÔME AT LORD & TAYLOR

Saturday, October 5

Noon – 5:00 p.m.

Lower Level, Lord & Taylor Wing

Discover how to recreate the best make-up looks seen on the runway with a one-on-one consultation and be sure to ask about our upcoming "National Makeup Artist" event.

LAURA MERCIER AT LORD & TAYLOR

Saturday, October 5

Noon – 5:00 p.m.

Lower Level, Lord & Taylor Wing

Discover how to recreate the best make-up looks seen on the runway with a one-on-one consultation.

LINDT CHOCOLATE OF SWITZERLAND

Friday, October 4 5:00 p.m. – 8:00 p.m.

Saturday, October 5 Noon – 4:00 p.m.

Upper Level, Nordstrom Wing

Lindt says "Nice to Sweet You!" Discover the fun, fashionable new flavors of Lindt HELLO chocolate bars and sticks at a super-sweet sampling event.

STYLE STOPS

Discover fall trends and products with interactive demonstrations:

L'OCCITANE

Friday, October 4 5:00 – 9:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Upper Level, L'Occitane

Stop by L'Occitane and experience the amazing products of France. Enjoy a mini-facial or hand treatment and receive a complimentary product sample.

SAME SKY

Friday, October 4 5:00 – 8:00 p.m.

Lower Level, Near the Simon Fashion Now Stage

Check out the Same Sky trunk show and purchase beautiful handmade glass bead jewelry. Same Sky is a jewelry initiative in Africa that offers employment to women living with HIV/AIDS. Trained as artisans, Same Sky women earn 15-20 times the average wage. 100% of sales are reinvested to effect change.

SEPHORA

Friday, October 4 5:00 – 9:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Lower Level, Sephora

Join us at Sephora for a 10 minute Fall Beauty Look featuring Beauty Brands straight from Fashion Week in New York City. Including the newest cosmetic line exclusively at Sephora - Marc Jacobs Beauty.

SHOTCAKES

Friday, October 4 5:00 p.m. – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Lower Level, Between the Elevators

Stop by and pick up a coupon for \$1 off any size frozen yogurt or \$1 off any size shake or smoothie.

SILVERLEAF RESORTS

Friday, October 4 5:00 - 8:00 p.m.

Saturday, October 5 Noon - 4:00 p.m.

Lower Level, Apple Court

Stop by the Silverleaf Resorts booth and enter to win Bruins tickets on the glass for an upcoming game. Plus, check out our exciting vacation packages to our Oak N Spruce resort in Lee, MA. We have both day trips and 3 day 2 night stays in the heart of the Berkshire Mountains of Western MA.

STYLE STOPS

Discover fall trends and products with interactive demonstrations:

SIMON FASHION NOW DIGITAL LOUNGE

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Lower Level, Lord & Taylor Wing

Get Social! Tweet and share photos of all of your Simon Fashion Now favorites and get the latest tips on fall style from Burlington Mall's very own Style Setter Casey Makovich. Plus, see the latest trends in phones and tablets by T-Mobile.

TALBOTS/TALBOTS PETITES

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 4:00 p.m.

Upper Level, Talbots/Talbots Petites

Our Fall Collections are here! Be sure to stop by and visit Talbots or Talbots Petites to enter to win a \$50 Gift Card.

WILLIAMS-SONOMA

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Upper Level, Williams-Sonoma

Stop by Williams-Sonoma and try the fabulous tastes of fall. Plus, see the latest in Williams-Sonoma cookware.

SPECIAL OFFERS/IN-STORE EVENTS*

LORD & TAYLOR

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Come visit Lord & Taylor's Cosmetic Department during our Anniversary Sale to experience the newest color and skincare trends for the fall season.

MACY'S

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Macy's Fall Spectacular! Don't miss our lowest prices of the season. Join us in our Impulse Department for a Fall Shopping Party on Saturday, October 5th. Sweater weather is here! Let us show you our newest fall looks from Maison Jules, QMack, Rachel Rachel Roy and more.

SPECIAL OFFERS/IN-STORE EVENTS*

AU BON PAIN

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Fall is bursting with flavor at Au Bon Pain. Enjoy our newest menu items including Harvest Pumpkin Soup, Waldorf Turkey Wrap, Harvest Cookie, Pumpkin Coffee Cake and Cinnamon Scones! Stop in and try some today!

AVEDA

Friday, October 4 & Saturday, October 5

11:00 a.m. – 7:00 p.m.

Purchase two (2) litres or two (2) large sizes of skincare and receive an additional 500 points. Step inside for a makeup touch up & hair consult and receive a sample. Fall Into Wellness! Stop by Aveda for a moment of wellness with stress fix. Stay for skin & hair consultations, demo's and receive a sample.

BANANA REPUBLIC

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Spend \$100 or more on full priced items and receive 25% off your purchase.

BAREMINERALS

Friday, October 4 & Saturday, October 5

Find that perfect pout for fall. Come and experience our Marvelous Moxie Collection.

BOBBY'S BURGER PALACE

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Do you have our BBP Rewards Card? For every \$1 you spend, you will receive 1 point. Once you reach 100 points, you receive a free burger! Plus don't forget to register your card online and receive 10 free points! MY BBP REWARDS!

CACHÉ

Friday, October 4 & Saturday, October 5

Join us for light refreshments and preview our newest fall collections.

D'SPA BY DELLARIA

Friday, October 4

5:00 – 9:00 p.m.

Stop by the Beauty Bar at D'Spa by Dellaria for braids, curls and colored extensions! Enjoy sparkling spa beverages while being pampered in our salon.

SPECIAL OFFERS/IN-STORE EVENTS*

D'SPA BY DELLARIA

Saturday, October 5

Noon - 5:00 p.m.

Stop by and receive 20% off any retail purchase. Valid on 10/5/13 only. Valid on full priced retail only. Cannot be combined with any other offer.

DELLARIA SALON

Friday, October 4

5:00 – 8:00 p.m.

Stop by the salon & show your Simon Fashion Now event flyer for customized complimentary product samples! We are located on the upper level near Lord & Taylor. While supplies last.

Saturday, October 5

Noon – 5:00 p.m.

Stop by and receive a complimentary Dellaria reusable tote with any retail purchase! Valid on 10/5/13. Cannot be combined with any other offer.

ECCO SHOES

Friday, October 4 & Saturday, October 5

Join us for refreshments, a free shoe shine and take 20% off any full priced accessory! See our new Autumn Winter Collection, try on some fall shoes and enjoy some in-store festivities! Offer valid in Burlington Location only 10/4/13 - 10/5/13. 20% discount cannot be combined with any other promotion.

EDDIE BAUER

Friday, October 4 – Thursday, October 31

Stop in and receive 25% off a \$75 purchase. Valid at Eddie Bauer only. Valid on full priced merchandise only. Cannot be combined with any other offer. Valid 10/4/13 - 10/31/13.

HÄAGEN-DAZS

Friday, October 4 & Saturday, October 5

Step into Häagen-Dazs and indulge in an irresistible creation made with our premium ice creams and sorbets. Delight in a signature Dazzler® frozen dessert or experience a delectable Baristos® in a variety of fashion-forward flavors like Coffee, Mocha and Dulce. Häagen-Dazs is located Lower Level near Legal Sea Foods. Step in and indulge!

SPECIAL OFFERS/IN-STORE EVENTS*

JUICY COUTURE

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Join us for refreshments and preview our newest fall collections. Plus take 25% off your total purchase. Full price merchandise only. Cannot be combined with any other offers.

KIEHL'S SINCE 1851

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Stop into Kiehl's Since 1851 and with a purchase of \$85 or more, customers will receive four (4) deluxe samples. While supplies last.

L'OCCITANE

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Stop by and experience the amazing products of France. Enjoy a mini-facial or hand treatment and receive a complimentary product sample. While supplies last.

LEGAL SEA FOODS

Friday, October 4 & Saturday, October 5

11:00 a.m. – 11:00 p.m.

Our 5th annual Oyster Festival is a celebration of all things oyster. Menu features will include favorites such as Fried Oysters, Oyster Stew, Oysters Legal and Oyster Po-Boy. Everyone is invited - mavens of the mollusk and oyster newbies - all who share the belief of the idiomatic saying, "the world is your oyster."

LINDT CHOCOLATE OF SWITZERLAND

Friday, October 4 – Thursday, October 31

Enjoy five (5) Free LINDOR Truffles. Plus, 20% Off your purchase of \$30 or more. Must present event flyer to redeem offer. Redeemable only at the Burlington Mall Lindt Chocolate Shop located in Burlington, MA. Cannot be combined. Not redeemable for cash. One time use only. One per customer. Expires Oct. 31, 2013. Free 5 truffles code: 940. 20% off code: 934.

NEW BALANCE LIFE

Friday, October 4 & Saturday, October 5

Try On A Pair & Win. Try On a Pair of any of the New Balance family of brands and win a tote bag, water bottle or free pair of shoes! Plus, receive \$10 off your purchase! Limit one per customer. While supplies last.

SPECIAL OFFERS/IN-STORE EVENTS*

PANDORA

Friday, October 4

5:00 – 8:00 p.m.

Join us for product demonstrations and learn great new ways to wear your favorite Pandora pieces.

RED MANGO

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Stop in and experience America's favorite Fro-Yo! Did you know all flavors are 100% Gluten Free? Join the Red Mango Rewards Club, register your card and receive \$2 Off your next purchase! Be sure to try our newest fall flavors including Pumpkin & Red Velvet. Naturally delicious!

ROCKPORT

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Stop in and receive 20% off your purchase*. Check out our newest shoes at our Try-On Event! Try-On as many as you like! Plus, don't miss our in-store raffles. Offer does not include sale and clearance.

SEARS OPTICAL

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

30% off prescription and non-prescription sunglasses.

SOUND LION

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Enjoy complimentary drinks, treats and check out the latest fashion trends for Headphones. Plus, enter to win a pair of True Blood V-80 Headphones. Customers who join our free Lifetime Tech Support program can receive 15% off their same day purchase.

SWAROVSKI

Saturday, October 5

Noon – 6:00 p.m.

Join us for refreshments and preview our new fall collections by Shouronk, the French trend-setting fashion jewelry designer.

SPECIAL OFFERS/IN-STORE EVENTS*

SWIM 'N SPORT

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Join us as we demonstrate ten different ways to tie and wear a pareo. Spend \$75 or more and receive a free gift. While supplies last.

TALBOTS/TALBOTS PETITES

Friday, October 4 5:00 – 8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

Join us for refreshments while previewing our Fall Collections modeled by our special customers! Plus, receive 25% off your full price merchandise.

WORLD VISION

Friday, October 4 5:00 -8:00 p.m.

Saturday, October 5 Noon – 5:00 p.m.

World Vision has been providing support to children in need for many years and in many ways. Today, join this organization to Change ONE LIFE by helping a girl out of poverty - see a World Vision representative for her story & the ways that you can help.

***CHANCE TO WIN A \$1,000 SHOPPING SPREE
HOW GRAND!***

TEXT STYLISH18 TO 74666**

*All offers valid only Friday, October 4 and Saturday, October 5 from 10:00 a.m. to 9:00 p.m. unless otherwise noted at participating stores at Burlington Mall. May not be combined with any other offer or promotion. Not valid for purchase of gift certificates or giftcards. Not redeemable for cash or valid toward previous purchases. Not valid for online, catalog, or phone purchases. While supplies last. No rain checks will be issued. Some restrictions may apply. See store for complete details.

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