



PRESS RELEASE

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THE MALL'S FASHION WEEK WINS PURPLE APPLE MERIT AWARD

The Mall at Cribbs Causeway's Fashion Week event last October was recognised by the shopping centre industry earlier this month, winning a Merit Award at the British Council of Shopping Centres' Purple Apple Marketing Awards.

The Mall's marketing manager Maria Crayton collected the Award at the Purple Apple Awards black tie dinner in London.

Since its introduction five years ago, The Mall's Fashion Week has become a successful and popular event for fashionable shoppers. Last year's event featured 17 catwalk fashion shows hosted by GMTV presenter and stylist Mark Heyes and a Treat Yourself area where shoppers could enjoy free makeovers, colour analysis, massages and other treats.

All tickets for the fashion shows sold out before the event began and the event delivered an impressive 12.6% increase in the number of shoppers at The Mall and a 4% increase in sales during the event compared to the 2005 event.

Maria Crayton said: "Last year's Fashion Week event was our most successful to date in terms of attracting more shoppers and increasing sales of the latest fashion collections. We are delighted that the event has been recognised with this Award."

Plans for The Mall's sixth Fashion Week event are well-underway. The event will run from Saturday 29th September to Sunday 7th October. Tickets for the fashion shows, to be hosted once again by GMTV's Mark Heyes, will go on sale from August.

The Purple Apple Awards aim to highlight the shopping centre industry's growing use of marketing and PR to enhance customer experience and the asset value of schemes.

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Photo caption: Maria Crayton, marketing manager of The Mall, collects the Award from TV personality Claudia Winkleman and BCSC President John Bullough.