

LAUNCH OF STYLISH NEW BAGS FOR LIFE

North-east shoppers are being given the chance to get both green and stylish as the area's premier fashion destination launches its first ever bag for life.

The Bon Accord and St Nicholas Centres in Aberdeen will be introducing stylish jute bags at a fashion festival this Thursday (June 19) – and a limited edition run will be handed out free as part of the event.

The bags, which are available in three distinct colours – orange, black and purple – will be handed out to people in and around the Centres on Thursday. One lucky shopper carrying the bag will win £1,000 to spend in the Centres.

The bags for life will be given out between 9.30am and 1pm by a team of models, who will be wearing distinctive t-shirts in the Centres' branding. From 1-2pm, Northsound's street team will 'spot' people carrying the bags – one of these lucky shoppers will win £1,000 in Centre vouchers.

The fashion festival will include street entertainment and music, with a roadshow from Northsound 1, as well as two fashion shows to highlight the range of summer clothes and accessories in the Bon Accord and St Nicholas Centres. There will also be a number of giveaways.

Professional stylist, Danit Levi, from DressYourWay, will be taking part in the event to give style advice to shoppers in the Centres. She has also put together the outfits for the fashion show. Free make overs will also be available from the leading cosmetics stores, Boots, Superdrug and the Body Shop.

Cheryl Baer, Marketing Manager of the Bon Accord and St Nicholas Centres, said the event has a double pronged focus – to underline the Centres' commitment to promoting a greener service, as well as showcasing the range of summer fashion.

“We think it's essential to take practical steps, like the launch of the bag, to highlight the importance of becoming more environmentally friendly.

“The launch of these stylish bags was the perfect opportunity to showcase the range of fashion offerings in the two Centres with our fashion shows. We are aiming for a real upbeat, carnival atmosphere with music and street entertainment.”

The fashion shows will take place in the upper mall of the Bon Accord Centre, beside the entrance to John Lewis. The first will start at 3.30pm and the second at 5.30pm.

ENDS

Issued on behalf of the Bon Accord and St Nicholas Centres by The Big Partnership. If you have any queries, please contact Jane Lawrenson or Carmel Rosato on 01224 571414.