



MODELINIA

**Westfield Brings Fashion Icons and Style Experts to Shoppers:**  
*Westfield Style Tour, presented with Modelinia, launches Sept. 25, 2009*

Tour includes appearances by **Tim Gunn** and **Tori Spelling**, and consultations with stylists for celebrities like **Catherine Zeta-Jones** and **America Ferrera**

September 14, 2009— Does your style align most with **Heidi Klum, Tyra Banks, Cindy Crawford** or **Gisele Bundchen**? Are you **Classic Sophisticate, Modern Bohemian, Contemporary Chic** or **Rule Breaker**?

The *Westfield Style Tour* is a weekend of free fashion programs, events and activities, the centerpiece of which is *Modelinia Style Sessions*, an interactive, hands-on experience that brings shoppers together with celebrity stylists. Stylist clients include Katherine Heigl, Catherine Zeta Jones, Rachel Bilson, Jamie Lynn Sigler, Tina Fey, Julia Louis-Dreyfus, and Supermodels Jessica Stam and Doutzen Kroes.

*Style Session* participants will receive one-on-one consultations with a renowned celebrity stylist who will prescribe looks that feature apparel and accessories from retailers within the shopping center including Gap, Guess, The Limited, Martin & Osa and Zara. The personalized experience is designed to empower women by providing advice on key wardrobe pieces within the four style profiles that are inspired by the world's top models. After identifying their personal look, each shopper will receive a customized "fashion recipe" that details outfit and product suggestions as well as discounts at participating Westfield retailers.

Alongside the *Style Sessions*, New York Metro and California Bay Area shoppers will experience a Fall/Holiday 2009 Runway Fashion Show featuring **Tim Gunn**, Liz Claiborne's CCO and *Project Runway* co-host. Los Angeles shoppers will get fashion advice for their style profile from **Tori Spelling**, while Chicago and Washington DC patrons will hear from *Project Runway's* **Christian Siriano**.

"Nothing makes me happier than working with real women in the real World," said Tim Gunn, Liz Claiborne's CCO and *Project Runway's* co-host.

The free events also feature beauty consultations, makeovers, TRESemmé product giveaways and hairstyle demonstrations with celebrity stylist Tyler Laswell and a chance to win a trip to New York Fashion Week in February 2010. Additionally, dozens of retailers will hold on-stage style sessions throughout the event weekends.

*Westfield Style Tour*, which is presented with Modelinia and sponsored by TRESemmé, is a national initiative by Westfield focused on the fashion and beauty retail segment. It debuts Friday, September 25<sup>th</sup> and will tour six Westfield shopping centers across the country:

- Westfield Old Orchard, Skokie, IL, September 25 – 27
  - Featuring Project Runway's **Christian Siriano**, September 26th
- Westfield Montgomery, Bethesda, MD – October 2-4
  - Featuring Project Runway's **Christian Siriano**, October 3rd
- Westfield Garden State Plaza, Paramus, NJ – October 8-10
  - Featuring Liz Claiborne's CCO and Project Runway co-host **Tim Gunn**, October 10th
- Westfield UTC, San Diego, CA – October 16-18
  - Featuring Project Runway contestant **Laura Bennett**, October 17th
- Westfield Topanga, Los Angeles, CA – October 23-25
  - Featuring **Tori Spelling**, October 24<sup>th</sup> and Project Runway's **Laura Bennett**, October 23<sup>rd</sup>
- Westfield Valley Fair, San Jose, CA – November 6-8
  - Featuring Liz Claiborne's CCO and Project Runway co-host **Tim Gunn**, November 7th

"Malls are the magnet for fashion shopping. At the same time, for many consumers, style is intriguing but complex," said Alan Cohen, Executive Vice President of Marketing for Westfield. "With this in mind, we developed the *Westfield Style Tour*, an innovative program to serve our shoppers and spotlight our retailers."

For more information on the *Westfield Style Tour*, please visit [www.westfield.com](http://www.westfield.com).

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*The Westfield Group (ASX: WDC), is an Australian-based company with interests in 119 shopping centers in Australia, New Zealand, the United Kingdom and the United States. In the U.S., the Group has a portfolio of 55 shopping centers that are home to more than 9,000 specialty stores and comprise approximately 63 million square feet of leasable space in California, Connecticut, Florida, Illinois, Indiana, Maryland, Nebraska, New Jersey, New York, North Carolina, Ohio and Washington.*

*Modelinia connects women to fashion, beauty and lifestyle through the eyes and experiences of the world's supermodels. Launched in February 2009, the company creates compelling content that inspires, informs and entertains. At Modelinia, supermodels reveal their secrets, ordinary and extraordinary, to help our audience gain the "style confidence" to look and feel their best. Modelinia: Because models don't get enough attention.*

*TRESemme is a salon-quality, affordable hair care line that offers fashion-forward style for women's everyday looks. Learn the hair stylist secrets from behind the scenes of the NY Runways from celebrity stylist, Tyler Laswell, so you can try them at home with the season's hottest looks. For more information visit [www.tresemme.com/stylistsecrets](http://www.tresemme.com/stylistsecrets).*