

# ZEPHIRE GENERATION DECEMBER 2010 | UPDATE

## 20% OFF SALE STOCK - DON'T MISS OUT!

With Christmas and the holiday season just around the corner, why not offer your customers a top up of Zephire Generation? We are offering an additional 20% off selected styles. To make the most of the savings, please phone or email Fabio today!

## KIDS INSTYLE, SYDNEY - FEB 17TH – FEB 20TH 2011

Kids Instyle is the premier trade event for kids and babies fashion and accessories, so where else would you expect to find Zephire Generation! We will be showcasing the Summer 2011 Collection so stay tuned for new additions to the collection that is sure to cement Zephire Generation as a fashion lifestyle brand. Don't forget to make your appointment to see Fabio & the team.

## FACEBOOK & WEBSITE

You can keep up to date with the latest info at [facebook.com/zephiregeneration](http://facebook.com/zephiregeneration) or [www.zephiregeneration.com](http://www.zephiregeneration.com) Check out the media clippings, fashion show video and super cute lifestyle shots! Suggest the fan page to all of your customers and friends, so they too can keep up to date with everything Zephire! Go to [zephiregenerataion.com](http://zephiregenerataion.com) and see our fabulous new website complete with videos ,pictures and much much more...

## BUSY BEE!

Fabio has been a busy bee this month with a visit to China to finalize the amazing new collection! Stay tuned for the new additions to the collection- fashionista mums and dads will be as excited as us!

## EMIRATES STAKES DAY

With Spring Carnival fever hitting Melbourne, the Zephire Generation social butterflies were amongst the A Listers, enjoying the fashion and fabulous vibe. So which celebrity kids will be seen strutting their stuff in Zephire Generation threads? Stay tuned!

## ZEPHIRE @L'OREAL FASHION WEEK

Go to [facebook.com/zephiregeneration](http://facebook.com/zephiregeneration) to view our show stopping parade performed at L'Oreal Fashion Week in March. With a cast of 10 kids, amazing props, a fabulous set and of course our stunning collection, the parade was a wonderful success as kids rocked out to Robbie Williams "Let me entertain you." Our Winter 2010 range was showcased, along with our new line of accessories. Beautiful furs, to circular skirts, funky boys tees and distressed jeans are all part of everything Zephire Generation! We received great exposure on Channel 10 news, Channel 9's "Today show," The Age, Herald Sun, The Australian and Shop for kids. Looking forward to another great show in 2011!

## SO WHAT'S NEW?

Well every little fashionista wants to be the coolest kid on the block, so the Zephire Generation collection will include new accessories! Caps for boys, headbands for girls, necklaces and pendants are sure to add signature style to any outfit. The new catalogue will be sent to you very soon!

## WISHING YOU A ZEPHIRE XMAS

The time is here and I would like to take the opportunity to sincerely thank you for all your support in 2010. From myself and the whole team at Zephire, we hope you have a safe and joyful Xmas. We look forward to sharing everything beautiful, fabulous & Zephire in the new year.

*Live, Love, Dream*

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