

downtown

FALL 2008

THE CENTER OF HOUSTON

the new guys



HOUSTON PAVILIONS
1201 Fannin
713.654.7110
houstonpavilions.com

Macy's epitomizes traditional downtown shopping, but the opening in October of **Houston Pavilions** will again change the face of downtown.

The three-story, multi-use property promises to become a leisure destination for those who come downtown to work and play, for residents of surrounding areas and for visitors to the city. From **Lucky Strike Bowling Lanes** and the **House of Blues** restaurant to a two-story **Books-A-Million** complete with a coffeehouse and bakery, the Pavilions will bring more urban flavor to Houston's city center.

"The Pavilions will bring not only a retail but an entertainment aspect to downtown," says Shaun Smith, director of marketing. "You can shop, grab a cupcake or a glass of wine, or come for concerts and great dining."

An anchor of the center is **XXI**, a new concept from the creators of Forever 21, a chain that translates

looks from the runway to ready-to-wear.

"We are thrilled with the opening of the new store in Houston," says marketing manager Meghan Bryan. "This is a great fit for us because it's a wonderful city with customers who love great fashion at the greatest value."

Another Pavilions stop, **BCBG**, will open its doors just in time to bring a high-quality fall collection says the megabrand's creator Max Azria. "I love architecture and there was something very relevant to me about the juxtaposition of old and new - it feels very modern. The mood of the collection is ladylike, and the colors reflect that."

"During times like this, customers are looking for value in their purchases," Azria says. "This is why our clothes are consistently successful - we offer beautiful clothing that focuses on detail and exceptional quality."



Color is something that is very closely tied to *emotion* - pastels feel romantic, darks feel more serious. I guess in that way the collection is very human, because it has a color palate evocative of the full spectrum of emotions."

- Max Azria