

Subject: **Fall Fashionista Newsletter and Special Savings**

Spooktacular Savings

Happy Halloween from Silverlining! Bring this coupon in now through October 31 to receive 10% off your entire in-store purchase.

Make Silverlining Your One-Stop Costume Shop

Searching for the perfect costume for this year's Halloween party? Tired of the same old witches, zombies, and ghouls? Get inspired by Silverlining's designer racks! Mix and match clothes, hats, jewelry, shoes, and more to create a funky look that will surely get your friends talking. Don a crazy wig and some frightening face paint to complete your devilish disguise.

Fabulous Fall Fashion Tips

It's the time for colorful leaves, hay rides, and savoring a pumpkin spice latte by the fire. Fall in love with cozy sweaters, stylish boots, and rustic hues to celebrate the year's most enchanting season. Refresh your wardrobe with a little help from Silverlining and these fall fashion tips.

- Fall is all about layering, so a fitted jacket in tweed, suede, or corduroy is a must-have. If you really want to wow, skip the neutral colors and opt for shades of deep plum, wine red, teal, or emerald.
- Swap the short skirts for a sleek knee-length dress ideal for a night on the town. Accessorize with a chunky belt for a fitted look or choose a comfortable sheath in a vibrant print that skims and softens your curves.
- Tie a bright silk scarf around your neck or purse for an easy way to ramp up your outfit and get an instant makeover. Silverlining has a vast selection of scarves in store, so be sure to check back frequently to find your perfect pattern.

October's Hot Hue: Eggplant

Forget black, brown, and beige! Eggplant, the "perfect purple," is one of those rare neutral shades that flatters every skin tone. It is extremely versatile and can be matched with a number of colors. Feeling playful? Pair an eggplant sweater with some sunflower yellow or burnt orange accessories. Going for a more sophisticated look? An eggplant skirt with a gray blouse is perfect for the office or date night. Find your favorite eggplant staple at Silverlining today!