



New Look at Lakeside Launches 'Lily Loves' Range

Calling all fashion fans! On Tuesday 8th May 2007, the eagerly-anticipated 'Lily Loves' range launches in New Look stores nationwide and will be available at the Lakeside store in Thurrock, Essex.

Designed by songstress of the moment Lily Allen, the one-off capsule collection is inspired by Lily's own wardrobe and includes dresses, high heels, limited-edition trainers and accessories. Expect lots of happy colours, bright and breezy patterns and bling jewellery!

Lakeside's Personal Shopper, Angela Poplett, comments: "Lily's collection, with its bold colours and funky prints, really captures her signature quirky and colourful style. The range includes cocktail dresses, peep-toe heels and Lily's trademark trainers, combining rock chick and ladylike chic perfectly. And the fantastic thing about her designs is that you don't have to be a size zero to wear them."

'Lily Loves' is available in sizes 8 – 18, priced from £8 for a flower ring to £50 for the 'Fox Trot Ruffle' dress. For more information, visit www.whatlilyloves.com.

If you're looking to explore the new 'Lily Loves' range with a little help from a professional, Lakeside's Personal Shopping service offers you the chance to pick up hints and tips on how to make this season's hottest styles work for you – in New Look or any of Lakeside's fashion stores. For more information or to book an appointment with Angela, call 01708 869 933 or visit www.lakeside.uk.com for details.

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**For more information or images, please contact Katie Dorman or Lucy Blair at
Clarion Communications on 0207 479 0910 or email kdorman@clarioncomms.co.uk/lblair@clarioncomms.co.uk**

Notes to Editors:

- Lakeside is open from 10am 'til 10pm weekdays, Saturday 9am – 7.30pm and Sunday 11am – 5pm

- For further information, including a store directory and events list, please visit www.lakeside.uk.com
- Lakeside Shopping Centre and the adjoining Retail Park form one of the largest shopping areas in Europe
- Over 20% of the UK population live within a one hour drive of Lakeside
- Lakeside Shopping Centre is part of the Capital Shopping Centres portfolio of centres