



ELLE & BLAIR FOWLER

FALL FASHION PRESENTATION & BOOK SIGNING

SATURDAY, SEPTEMBER 21
2 p.m. | Macy's Court & Macy's

OFFICIAL EVENT GUIDELINES

Elle and Blair Fowler will be hosting a Fall Fashion Presentation with Macy's in Macy's Court beginning at 2 p.m. on Saturday, September 21. Immediately following the fashion presentation, Elle and Blair will be signing copies of their book in the Macy's *mstylelab* Department.

1. Beginning at store opening on Saturday, September 21, the first 120 customers who make a \$50 *mstylelab* purchase at Macy's Mall of America will have priority access to meet Elle and Blair. You must present your receipt to receive a wristband at the Gift with Purchase redemption table. Note: as supplies last, as time permits. No exchanges or returns, receipt will be stamped. One per person.
2. Each guest who qualifies will receive a wristband from the Gift with Purchase redemption table. Only those with a wristband will be allowed to enter the VIP line.
3. If you wish to meet Elle and Blair, but do not want to make a purchase in *mstylelab*, you may enter the general line. This line will have access to meet Elle and Blair if time permits.
4. The fashion presentation will take place in Macy's Court. Seating is limited and will open at 10 a.m.
5. The book signing will begin immediately following the fashion presentation. The signing will take place in Macy's *mstylelab* department on the 1st floor of Macy's.
6. During the book signing, guests personal belongings will be placed in a Macy's bag at the top of the line by Macy's staff, and returned to customers upon exiting the line.
7. Elle and Blair will sign copies of their book, "Where Beauty Lies" which will be provided at the Gift with Purchase redemption table. Limit one personalized signature per customer.
8. Elle and Blair will pose for photos while they sign purchased books. A Macy's employee will take photos with cameras and phones.

Guidelines are subject to change at any given time at the discretion of Macy's Management for the safety and well being of our guests and tenants. Those who do not comply with event signing guidelines may not be able to receive an autograph. Please visit www.mallofamerica.com periodically before the event for updates and changes that may be made to these guidelines.