



Last-Minute Shoppers Discover Bonanza At Briarcliffe Mall

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Briarcliffe Mall

There are plenty of us that read all the Christmas ads in November and have good intentions about getting the holiday shopping out of the way early. Sounds good, but too often that isn't the case.

The last minute shopper, for whatever reason, is always going to be a part of the holiday season. These days, it seems more customers actually wait until December to do their Christmas shopping. Most work and that means less time for shopping and more last-minute buying, according to The Kiplinger Washington Letter, a business publication.

And at Briarcliffe Mall, the merchants are prepared for the working customer, the classic procrastinator and the person that likes the challenge of shopping late.

Realizing that many people do their shopping as Christmas and the New Year get ever closer, Briarcliffe Mall merchants made sure plenty of fashionable and trend-setting items are still avail-

able for the late shopper.

A multitude of gifts in a variety of prices await the Briarcliffe Mall customer -- items ranging from \$10 sweatshirts to handbags and shoes to the more expensive \$200 leather coats and porcelain vases.

At Wings, for example, \$15 - \$20 jeans make nice gift items for men and women, young and old. Nicer fleece-lined jackets and coats can be found for \$75 - \$100.

Endicott Johnson features many affordable handbags and shoes in the \$10 - \$20 price range, shoes for the entire family from \$15 - \$50 and fancy western boots for \$75.

"We've had a great Christmas season so far, but our merchants have plenty left to choose from," said Kim Fox, marketing director for Briarcliffe Mall. "Forget the old theory about last-minute shoppers having to choose from the picked over merchandise. There is still a great selection of items for the entire family at all the stores."

Another example, Tradewinds, offers porcelain geese for as low as \$10 and porcelain lamps for \$100 or more. The Closet has

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make-up brushes, scarves and turtlenecks for as low as \$10; nicer cardigans and hand-knit sweaters for \$20 - \$50 and leather bombers in assorted styles for \$200 - \$300.

Plenty of Belkie Bear and Betty Bears remain from \$10 and up at Belk and there are still nice assortments of Godiva chocolates from \$25. Ralph Lauren skirts at about \$200 and caribou suede sport-coats for men are also available in the \$275 range.

Radio Shack has children's walkie-talkies for as low as \$10, thermometers, radios and speakers from \$20 - \$50 and compact disc players and computers from \$200



and up.

Book stores also continue to have a wide variety of good prices. B. Dalton has "The Cat Who Came for Christmas" for about \$10, or you can be more serious with "The Home Planet"

for about \$30. There are books in the \$75 price range also.

Specialty shops such as Collection Connection have plenty of figurines in the \$25 range and many dolls and doll houses from \$50-75.

**You Are Cordially Invited
To Join Us For Wine And
Cheese and Informal
Modeling**

**Saturday, December 17
10 am-6 pm**

Happy Holidays From the Gatsby's Girls!

Gatsbys

Quite Simply
The Difference
Between Fashion
and Clothing



Photo Fashions
by Firenze Leather

Briarcliffe Mall
272-7019