

Decorating for the holidays is not only time consuming, but a lot of hard work. Just ask any of the four Briarcliffe Mall employees pictured here. Once completed, however, it's worth it. Children would certainly agree with that.



Customers Love Decorations

Copy Provided By
Briarcliffe Mall

Every year as Thanksgiving nears, Christmas is inevitably on most everyone's mind because it comes soon after the turkey is eaten.

And when one thinks of Christmas, trimming the tree, putting up that special wreath or Christmas scene usually comes to mind. That's the really fun part of the holidays that is reserved for family and close friends.

This year, Briarcliffe Mall wanted everyone to have a chance to get in on the finishing touches when the mall was decorated for Christmas Nov. 14 and 15.

Actually, decorating the mall has been an ongoing affair since late October/early November. It began after Halloween when garland began appearing in the mall interior and court areas.

The 40-foot lighted tree was also completed by the first of November and has been on display in front of the mall ever since.

Then came three of the most important decorations — Santa's Secret Shop for children 12 and under; Santa's Workshop, his home at the mall for the holidays and the trimming of Elf Village.

"We welcomed many Briarcliffe custom-

ers to watch us decorate and I think it gave them a good feeling about what and how much goes into something of this magnitude," said Kim Fox, marketing director for the mall. "Media Day, A Mall Trimming Experience," was specifically set aside for everyone to see how it is done. It got everyone in the Christmas spirit."

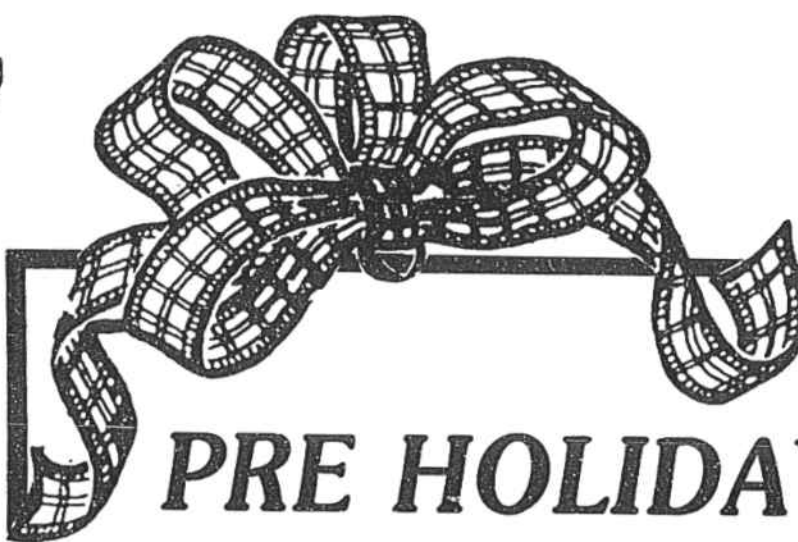
Fox said Santa's Secret Shop, a special area for children to shop without their parents, was completely decorated by Nov. 16.

Santa's Workshop, the area that features Santa during the holidays, is in North Court near Belk. In addition to Santa himself, the area is trimmed with animated characters, elves and reindeer. It's also billed as the biggest workshop in South Carolina with more than 400 square feet designated to a single theme.

Elf Village near the cinemas in Cinema Court has also been completed. It is where "Christmas Is For Children" takes place and is loaded with Santa's little helpers.

It's only fitting that elves would be present because they are the ones that lend a helping hand just as "Christmas Is For Children" is designed to do.

Gifts of a new toy, a new book or money can be donated, according to Fox, who says the promotion is for those that may not get much for Christmas.



PRE HOLIDAY SALE

Large Selection of Merchandise

20% to 50% OFF

Don't Forget To Put Your Gift Wish In Santa's Wish Box At Both Our Locations



Little Women

Petite Sizes 2-12

Litchfield Exchange
10am-6pm

Briarcliffe Mall
10am-9:30pm

5-122363

Beautiful holidays,
Beautiful you.

Make this holiday season truly special by giving exclusive *inatural* gift sets, priced from \$5 to \$50, gift certificates also available. We offer one-stop shopping, personal attention and service. While you're here, treat yourself to a relaxing facial, complete nail services or a beautiful new Holiday Look!

Warm wishes for a happy holiday season from the staff at

inatural

Skin Care & Cosmetics
Briarcliffe Mall • 272-8800

5-120360