

PRIME RETAIL

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SPRING ESSENTIALS FOR THE FRUGAL FASHIONISTA

Prime Outlets Presents the 2009 Ultimate Guide to Spring Fashion Savings

BALTIMORE, March 3, 2009 – It's that time of the year again, ladies, and every fashionista's spring cleaning should start with her wardrobe! Give your closet a budget-friendly makeover this season with the ultimate guide to this year's spring fashion essentials from Celebrity Stylist Mark-Alan Harmon and the frugal fashionista shopping haven, Prime Outlets.

According to Harmon, style sensei to Hollywood elite for more than a decade and a regular contributor to Style Network, E! and CNN Showbiz Tonight, reorganizing and updating your closet each season is the best way to determine which pieces you'll need to refresh your look.

"It's important to look through your wardrobe and evaluate the items you'll need and want for the season," said Harmon. "Knowing what you have, what you need, and which trends you'd like to follow will help you put together a list of must-haves for a modern, trendy closet within your budget."

Another key factor to maintaining a fashion-forward wardrobe, according to Harmon, is knowing where to shop and how to get the most for your money, citing the outlets as the place where women have direct access to compelling collections of designer and brand-name apparel while minding their wallets.

"We are the shopping venue of choice for the frugal fashionista," said Senior Vice President of Marketing Karen E. Fluharty of Prime Retail. "In today's economy, shopping Prime Outlets is simply the smart choice. Our shoppers know they'll find great designer and name-brands at a fraction of the cost."

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At everyday savings of up to 65 percent off full retail prices, Prime Outlets' shoppers have complete access to style icons including Michael Kors, kate spade, COACH Factory, Giorgio Armani General Store, Gucci, Juicy Couture, Saks Fifth Avenue OFF 5TH, Neiman Marcus Last Call, Barneys New York and BCBGMAXAZRIA.

For a fresh, fashionable wardrobe this season Harmon and Prime Outlets suggest the following *Spring Essentials for the Frugal Fashionista*:

1. **Bold & Bright**- This is the year of hope. Vibrant colors hit the catwalk this season urging fashionistas to leave the dreary winter months behind them. Shades like fuchsia red, palace blue and lemon yellow are sure to evoke feelings of optimism and bliss, so push those winter blacks, browns and grays to the back of your closet! Freshen your look with signature pieces such as a vibrant green sundress or cotton candy pink shoes.
2. **Little White Dress**- This season is all about the Little White Dress (LWD). Complementing the simplicity of the Little Black Dress, the LWD can be simple and classic or a more glamorous choice in various lengths and sheer fabrics. Embrace the trend by pairing a ruffled LWD with strappy sandals and glamour shades.
3. **Cinch it Up**- Forget low-rise. This spring high-waisted pants, shorts and skirts will define the reclaimed feminine silhouette. Look for simple lines and oversized belts to help achieve this cinched waist look that accentuates an hourglass figure.
4. **Python Pretty**- Slither your way into a fashionable spring with exotic reptilian accessories. Tempt your animal instincts with a real or faux luxe python handbag, snakeskin platforms and whipsnake bangles. Known for its color variations, be sure to look for python in variety of distinctive colors to complement your wardrobe.
5. **Cultural Couture**- A mélange of exotic, embellished and luxe, bold tribal prints and textures reign supreme this spring. Mix and layer culturally-inspired patterns, add ornate necklaces and piled-on bangles and finish the look with earthy, wooden wedge platforms.

For more information about Prime Outlets locations throughout the United States and Puerto Rico, including complete directories of designer and name-brand stores, please visit www.primeoutlets.com.

About Prime Retail

Headquartered in Baltimore, Md., Prime Retail is the parent company of Prime Outlets and one of the largest and most successful owners of retail centers in the U.S. Spanning more than 8.2 million square feet throughout major United States markets and Puerto Rico, Prime Retail is home to more than 450 leading designer and name-brands such as Gucci, Giorgio Armani, Burberry, kate spade, Michael Kors, St. John, Juicy Couture, Stuart Weitzman, Saks Fifth Avenue OFF 5TH and Neiman Marcus Last Call. The company owns and operates 21 Prime Outlets in markets including Orlando; Pittsburgh; Washington, D.C.; Austin, Texas and Williamsburg, Va., among many more. In addition, Prime Retail currently has nearly one million square feet in its development pipeline in markets including the Dallas/Fort Worth metro area and San Francisco Bay region. For more information, please visit www.primeretail.com.

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