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**FOR IMMEDIATE RELEASE**

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### **Bloomingdale's Back to School 2007**

Fall 2007, Atlanta, GA... Shopping for a new school wardrobe has never been more fun!

This season, trend denim makes a big difference. Look for the latest styles from True Religion, Seven for All Mankind and Diesel. Pops of color will be found in different palettes from neons to jewel tones.

A classic favorite for both boys and girls is track suits and athletic-inspired fashion that will provide both fashion and function. Layering is a key trend and a styling technique that can transform a look with one simple change. From shine to animal print, this season's embellishments add personality and attitude to every outfit. Bloomingdale's Young World department also boasts the hottest resources such as Ralph Lauren, AQUA, Juicy, Lacoste, Splendid and many more.

"The Young World customers are savvy shoppers and know what they want. Bloomingdale's looks to offer our Young World customer the latest trends while pleasing both parent and child in their fashion choices. Back to School time is their most important shopping outing of the year and Bloomingdale's wants to make it pleasurable," Sharon Wax, Bloomingdale's Vice President and Divisional Merchandise Manager of Young World.

Bloomingdale's suggest the following must haves for any Back to School wardrobe:

#### Girls Must Have Checklist

- Leggings
- Tunic Tops
- Dresses (Printed, Baby Dolls, Jumpers)
- Colored Trench
- Trend Denim

#### Boys Must Have Checklist

- Printed Hoodies
- Graphic Tees
- Surf
- Athletic Zip Up
- Trend Denim

For more information please contact Mara Maddox, Public Relations Manager for Lenox Square and Perimeter Mall stores at 404.495.2887. Lenox Square is located at 3393 Peachtree Rd. N.E. Atlanta, GA 30326. Perimeter Mall is located at 4400 Ashford Dunwoody Rd. Atlanta, GA 30346.

Bloomingdale's, a division of Federated Department Stores, was founded in 1872 and operates 36 stores in New York, New Jersey, Nevada, Massachusetts, Pennsylvania, Maryland, Virginia, Illinois, Minnesota, Florida, California and Georgia. For website access, please log onto [www.bloomingdales.com](http://www.bloomingdales.com).

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