

PARK ROYAL

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INTRODUCING PARK ROYAL'S NEW STYLE AMBASSADORS

Vancouver's leading expert fashionistas offer tips and daily deals to help women keep up with hectic schedules, step into spring in style

West Vancouver, B.C. – Tired of the drab fall and winter colours? Looking to brighten up your wardrobe but overwhelmed by magazine images and unsure what trend will be right for you? Well look no further because this spring, Park Royal's new style ambassador team made up of Vancouver's leading fashion experts and personalities is here to help.

“Over the next four weeks our style ambassadors are going to be offering their expert advice and inspiration to help women celebrate every side of their lives,” said Nancy Small, Director of Marketing and Sustainability at Park Royal. “Our style ambassadors will use their expert skills to offer daily tips on everything from clothes to shoes and fabulous accessories.”

Starting on April 8, the style ambassador team will be scouring Park Royal daily and posting the best of their fabulous finds, stylish insights and fashion tips at www.shopparkroyal.com/insidescoop.

“These women are some of Vancouver's respected and well-read fashion mavens,” said Small. “This program is sure to be a huge hit with women across the Lower Mainland and beyond.”

Meet the Park Royal Style Ambassadors team

Park Royal's style ambassadors are some of Vancouver's leading fashion experts. All are contributors to VitaminDaily.com, Vancouver's premier online lifestyle magazine.

Sarah Bancroft is one of Western Canada's foremost trend experts on matters of style and shopping. She has appeared on programs such as *Canada's Next Top Model* and *Fashion File*, and was previously the western editor of *FASHION Magazine* before co-founding VitaminDaily.com. Follow her sartorial musings at www.twitter.com/sarah_bancroft.

Kelsey Dundon is a fashion fiend, design lover and self-confessed travel addict. A Vancouverite right down to her Hunter wellies, she has a serious passion for the arts and has contributed dance reviews to the *Georgia Straight* and is the face of [The Anthology](http://TheAnthology) – a blog that celebrates the style side of lifestyle.

Anya Georgijevic is the resident jewellery aficionado of the group. A couple of decades of a serious fashion obsession and a very overstuffed closet led her to found her much loved blog, I'm the It Girl. She is also a contributing writer for *The Block* magazine. Her favourite pastime is enjoying long walks on the Vancouver seawall with her dog Bun.

Alexandra Suhner Isenberg spent 12 years immersed in the European fashion scene. She was a designer for Sonia Rykiel and Burberry, ran her own luxury lingerie company, and worked as a trend forecaster. But even Europe can get boring so in 2009 Alexandra packed up her shoes and returned to her hometown of Vancouver.

Alexandra shares her vast knowledge, appreciation of craftsmanship and opinions on the state of fashion on her blog [Searching for Style](#).

About Park Royal

Park Royal and The Village at Park Royal features 1.2 million square feet of high quality retail. Situated at the foot of the landmark Lions Gate Bridge and minutes from downtown Vancouver, Park Royal is at the forefront of fashion and retail in the Lower Mainland. For information on Park Royal's stores, events and special deals go to www.shopparkroyal.com or download the free "Shop Park Royal" mobile app, available on iTunes.

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