

FOR IMMEDIATE RELEASE:

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LORD & TAYLOR HOSTS SPRING TREND SHOW

WEST NYACK, N.Y.: On Saturday, May 12, 2018 at 11 a.m. Lord & Taylor will be hosting their Spring Trend Show in the Lord & Taylor Court on Level 1, East. The show will be an inside look into the newest beauty items and latest fashion trends of the season featuring exclusive vendor presentations and fashion demonstrations. This is a perfect Mother-Daughter activity for Mother's Day weekend.

Participants may attend by calling ahead and reserving a \$10 ticket. When participants check in at 10:30 a.m., they'll receive the amount back in the form of a \$10 Lord & Taylor gift card. The event includes a complimentary breakfast, a tote bag filled with samples, vendor gift basket raffles and a reserved doorbuster savings card for \$15 off \$40, which includes cosmetics and fragrances.

That's not all! The event will also have a DJ, an essential oil station, a refreshing fruit smoothie station, complimentary eyebrow threading, a photo booth with props and a hand-painted keepsake with every \$75 cosmetics/fragrance purchase. "It's a fun way to start your weekend, especially if you're a fashionista!" says Sierra McAliney, Assistant Marketing Director at Palisades Center.

What: Lord & Taylor Spring Trend Show

When: Saturday, May 12, 2018

Time: 11 a.m. (check-in at 10:30 a.m.)

Where: Lord & Taylor Court, Level 1

Interested parties can call (845) 353-6440 ext. 501 to reserve their tickets.

About Palisades Center

Palisades Center is among the top ten most visited malls in America and is the premier shopping, dining and entertainment destination in the lower Hudson Valley. Located just 25 miles north of NYC, Palisades Center is a four-level shopping center offering over 200 stores, 15 sit-down restaurants, a bowling alley, ice rink, the world's tallest indoor ropes course, comedy club, and more. With its unique and diverse merchant mix, Palisades Center is the go-to place for local shoppers and tourists alike. To learn more, visit www.palisadescenter.com, www.facebook.com/palisadescenter, www.twitter.com/palisadescntr, or www.instagram.com/palisadescntr.

About Pyramid Management Group, LLC

Pyramid Management Group, owner of Palisades Center, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 17 properties located throughout New York, Massachusetts and Virginia. Pyramid is an industry leader in combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit www.pyramidmg.com.

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