

the *W* collection

Fashion Trends
Say Hello to Spring's Hottest Looks

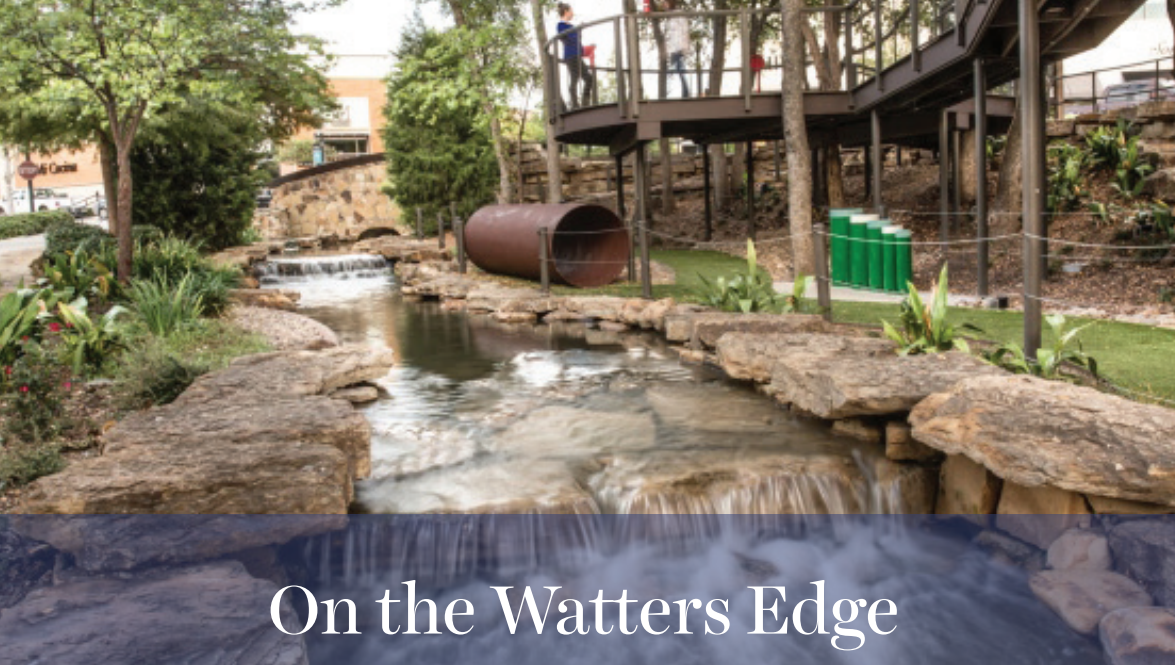
SPRING HAS SPRUNG AT WATTERS CREEK

*Get Pampered on
Mother's Day
(or Any Day)*

TAKE A BITE
DELICIOUS DESSERTS À LA WC

SPRING 2017

PLUS
Family-fun
events all
season long!



On the Watters Edge

Spring ushers in a multitude of activities at Watters Creek, and I'm excited to give you a sneak peek at what we've got in store for you!

As always, we aim to draw in the community with fun, engaging activities throughout our exquisite property—52 acres of lush landscaping and natural beauty that includes hundreds of trees, a babbling creek, and a spacious village green that serves as the perfect gathering spot for family and friends. In fact, Watters Creek is fast becoming Allen's go-to destination to gather and celebrate the holidays year-round, creating treasured memories along the way.

Our Spring calendar features a line-up blooming with gotta-be-there special events, activities, festivals, and concerts, beckoning you to come out and enjoy it all in our resort-style atmosphere.

The best part? We've got something for everyone, from kid-focused activities to family-friendly events to just-for-adults fitness classes.

The Spring fun starts on March 9, when we welcome back our **Lucky Duck Kids' Club** with a **Party at the Playground** geared just for the little ones. *(Hey moms, we noticed you enjoy this almost as much as your kids. Glad to see you connecting and getting some "mom time" while your kids play.)*

Our family-friendly **Shamrock Shindig** on March 11 appeals to all ages looking to celebrate St. Patty's day, whether you're Irish or an Irish-wannabe. Held out on The Green (where else?), we're even dyeing our namesake Watters Creek green just to get into the spirit.

For animal lovers, we've got a beloved tradition of photo opportunities with foster bunnies for Easter. We bring in a professional photographer (weekends starting March 25) with a studio setting and a beautiful background; it's been a huge hit in past years. Plus, we've got our phenomenal adoption event—**Easter Paw-rade**—where you can get up-close-and-personal with cats and dogs just begging to join your family. At this event, you can also bring your own dog (topped off with a cute Easter bonnet) for a great photo op.

For music and art lovers, we'll kick off our popular **Concerts by the Creek** series, and we also host the annual **Allen Fine Arts Festival**. Plus, we're launching a fun, colorful, interactive art-and-music experience with our unique **Pianos on Parade** program. (Read more about it on page 11.)

So, mark your calendars, round up your family and friends, and join us for a Spring full of fun at Watters Creek!

Here's to You!

Debra

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P.S. Talk "shop" with me at dmartinez@trademarkproperty.com. Tell me what you love about our center; what you would like to see more of; or inspire us with story ideas for an upcoming issue of The WC Collection magazine.



ON THE COVER

Spring has arrived at Watters Creek! Hop on over to freshen up your wardrobe and find the latest styles and accessories from your stores and brands. Enjoy dining options galore while you refresh in the resort-like ambiance all around you.

WATTERS CREEK AT MONTGOMERY FARM
970 GARDEN PARK DR | ALLEN, TX 75013

GUEST SERVICES

- GIFT CARDS
- EVENTS AND ACTIVITIES
- LARGE GROUPS AND TOURIST SERVICES
- ASK & WE WILL TRY TO ACCOMMODATE!

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Fashion Fling!

What's new this Spring? Say hello to yellow and seaside stripes! Plus, spring into sexy 'athleisure,' street-chic khaki, 80's glam, and go-big-or-go-home accessories like bags, earrings, and pendants.

According to *Women's Wear Daily*, athletic references have crept into ready-to-wear and performance brands, featuring graphic, color-blocked track separates with throwback appeal. Just pair with a sleek shirt and reworked denim and you're good to go. As for colorful stripes, *WWD* says you'll see them everywhere, including floor-skimming dresses, two-piece suits, and rugby shirts. Plus, be on the lookout for an extreme overhaul of classic shirting, from elongated sleeves to single shoulder cut-outs.



FRANCESCA'S COLLECTIONS

Looking to elevate your style this spring? Head to Francesca's where you'll find an eclectic mix of ahead-of-trend women's fashions in a boutique atmosphere. And because they only carry a few of each item, you can carve out your own unique style and not worry about seeing your outfit twin on every corner. Photos courtesy of Francescas.com.

Cindi Floral Romper \$44; Carrie Chevron Denim Crossbody \$48

WHITE HOUSE BLACK MARKET

You won't find 50 shades of grey here—just an amazing selection of feminine, sophisticated women's clothing and accessories in timeless shades of black and white, plus seasonal accent colors. Whether you need pieces for work or the weekend, you'll find versatile, perfect-fit wardrobe staples here at a great price. Photos courtesy of whitehouseblackmarket.com

Striped Dramatic-Sleeve Sashed Poplin Blouse \$88 and Floral Print Cold-Shoulder Blouse and Floral Wide Leg Pants match set \$197



ALTAR'D STATE

A boutique on a mission, this unique fashion retailer offers a distinctive shopping experience by empowering the modern woman one shop at a time. From Bohemian beauty to romantic blossoms, you'll find stylish, comfortable, on-trend clothes, shoes, accessories, jewelry, bags, wallets, and home décor. Photo courtesy of Altardstate.com.

Floral Flirt Top \$59.95



SOMA

Treat yourself to the luxuriously soft fabrics of Soma's beautiful lingerie and loungewear. Do you wear a hard-to-find size? Soma sells 43 bra sizes to match every body's unique needs. Plus, take advantage of their free, expert bra-fitting service! Photo courtesy of Soma.com

Sleeveless Cross Back Maxi Dress Paisley Di Mare \$79



RUNWAY SEVEN

If you want the freshest styles, pop into this what's-hot-now boutique for runway-inspired fashions. With new styles arriving daily, you'll find trendy, affordable looks from premier, national and international designers, offering you runway styles at real-people prices.

Photo courtesy of Runwayseven.com.

Summer Nights Set-Skirt \$39 and Pretty Please Dress \$59

LOFT

When you want casual, feminine, and stylish fashions at an incredible value, Loft is your go-to wardrobe destination. Find versatile, effortless pieces that make you look and feel confident from head to toe.

Photos courtesy of Loft.com

Sunny Lace Skirt (left) \$70 and Primavera Pintucked Blouse (right) \$60



“

Spring is all about bold florals and bright shades which makes every outfit an adventure!”

- Kim Pavelac, LOFT



ON-TREND ACCESSORIES TO COMPLETE YOUR LOOK ARE JUST AROUND THE CORNER

Check it out!

KENDRA SCOTT

Known for their unique use of color and quality materials, Kendra Scott creates collections of timeless accessories that have won loyal fans around the globe. Every Kendra Scott piece is intricately and artfully designed at their state-of-the-art studio in Austin.



Shea Lariat Necklace in rose gold \$85
Maxwell Drop Earrings in Gold Dusted Glass \$70



SUNGLASS HUT



Discover the coolest shades from top brands like Oakley, Tom Ford, Tory Burch, Ray-Ban, and Michael Kors. Whether you need fashion or performance sunglasses, you'll find an array of styles, shapes, and colors to fit your needs.

DSW

If you love the thrill of finding the perfect shoe at the perfect price, you'll love DSW—the shoe-lover's destination for an amazing selection of footwear for women and men. Plus, check out their huge assortment of handbags, wallets, and accessories to complete your look.



Betsey Johnson Caira Pump \$59.95

Mercanti Fiorentini Double Monk Slip-On \$129.94



PANDORA

When you want an exquisite gift (or simply want to treat yourself), look no further than Pandora for hand-finished jewelry in sterling silver and 14k gold. With a remarkable variety of charms, bracelets, rings, earrings, necklaces, pendants, and watches, you'll get lost in their stylish selection of affordable luxury.



The 2017 Spring Collection by Pandora