

the *W* collection

Fashion Trends
Say Hello to Spring's Hottest Looks

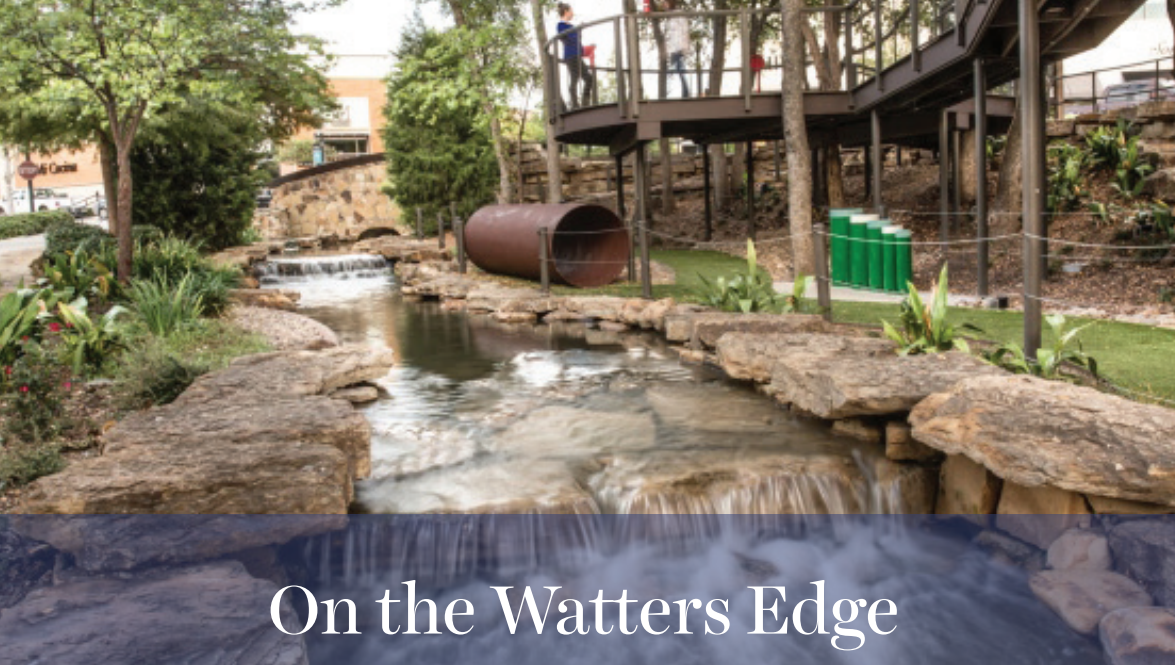
SPRING HAS SPRUNG AT WATTERS CREEK

*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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There's No Place Like Z Gallerie to Refresh Your Home Sweet Home

by Lisa Beach

Let the warmer weather inspire you to spruce up your home this Spring with bold new colors, fresh textiles, a signature piece of furniture, and practical-but-pretty accessories.

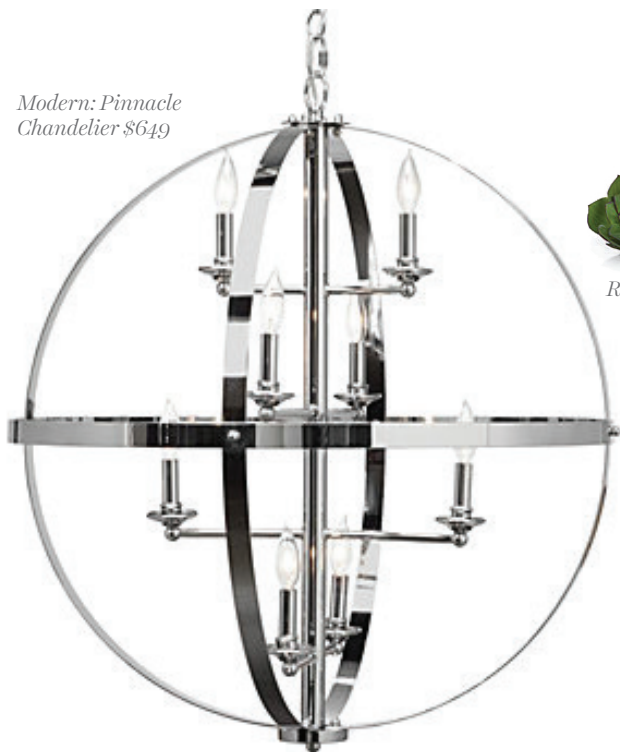
Whether you need to dress up a plain wall, add a pop of color to your living room, or replace a worn-out rug, head over to Z Gallerie to check out the latest in home fashions. With new arrivals in store weekly, they've got your home covered from floor to ceiling. From furniture, art, and lighting to mirrors, rugs, and bedding, you can add pizzazz to any room.

"As the 'Fashion for the Home' retailer, we're excited to introduce our customers to a new direction

in decorating," says Brian Gutmann, manager at Z Gallerie's Watters Creek location. "With three key aesthetics driving our collections—Glamour, Relaxed, and Modern—you're sure to find the right style to dress your space."

Not sure what your home décor style is? Jump over to their website (zgallerie.com) to discover your style personality with a fun online quiz. Find out if you lean more toward Glamour Regency, Traditional Twist, Calmly Collected, Urban Modernist, or Natural Luxe. Armed with your style profile, head to Watters Creek to unearth just-for-you pieces that speak to your newly discovered design preferences.

Modern: Pinnacle Chandelier \$649



Relaxed: Large Echeveria Pick \$38 for Set of 3



Glamour: Spruzzo Chargers \$68 for Set of 4

“

“With three key aesthetics driving our collections, you're sure to find the right style to dress your space.”

- Brian Gutmann, manager