

GRAND BOULEVARD

— Sandestin® —

TOWN CENTER

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HOT TRENDS FOR SUMMER 2010

Retail Round-Up in Grand Boulevard

Miramar Beach, Fla. (May 25, 2010) -- As the warm weather season approaches, many fashion trends and hot summer items can be found in Grand Boulevard at Sandestin®. From a day on the beach to a night on the town, the shops in Grand Boulevard offer a variety of fashions for everyone and every occasion.

For casual, beautiful, no hassle dressing, escape to Tommy Bahama's at Grand Boulevard. Bright colors & floral print dresses are sprinkled throughout the women's collection adding depth & texture. Sexy and sophisticated, women's swimwear is comprised of a variety of flattering one and two-piece silhouettes in unique prints and luscious color palettes. The rugged nature of the men's collections is softened with colorful linen shirts & shorts and vibrant print swim trunks, in all lengths.

Stop by Billabong to check out the large selection of board shorts and custom tees available in various colors and designs. The shorts are made from technical fabrics to allow for more stretch and quicker drying. The tees are made from conversion cotton which is organic and better for the environment. The conversion cotton is more lightweight and stretchy which is perfect for summer weather. For the girls, Billabong is stocked with a variety of jumpers available in many colors and floral prints which can double as a swim suit cover-up or a nice outfit when paired with a cute pair of sandals.

Women can find fashions that go from day to night at J. Crew-at-the-beach. This season, metallics and white denim are trendy and would be a perfect combination for any occasion. J. Crew-at-the-beach has a wide assortment of knit shirts adorned with sequins or woven with metallics that can easily be paired with a comfortable pair of shorts or skinny jeans to provide an effortlessly stylish and sleek look. Not only can these trends be modified for day or night, they save the shopper money because so many of the items can be mixed and matched.

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For comfortable, beachy style, visit The Orvis Company in Grand Boulevard. This season, ‘surf-washed’ collared shirts and pants are a popular look for men and provide the broken-in feel of a favorite shirt or pair of pants. Also at Orvis, the men’s and women’s wrinkle-free collections are great for any occasion and come in many styles and colors.

Pretty Please is known for its magical atmosphere which provides babies, children and tweens with dreamy furnishings, bedding and comfortable clothing with fanciful details, sassy fabrics and unique accessories. This summer, the Ultimate Swim Diaper can be found at Pretty Please. While its style resembles a comfortable shorts suit for boys or a cute suit for girls, it has a built-in diaper and has been approved for use in public pools. The Ultimate Swim Diaper is a must-have for beach or pool activity. Pretty Please also offers the hottest mommy must-haves, the latest looks for your little man or sweet styles for your little sweetheart.

About Grand Boulevard

Grand Boulevard is the shop, work, play and stay Town Center located on Northwest Florida’s Beaches, named one of the top 12 international destinations to visit for 2010 by *Frommer’s*. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. For more information, please call (850) 654-5929 or visit www.grandboulevard.com.

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Photo_Cutline: For casual, beautiful, no hassle dressing, escape to Tommy Bahama’s at Grand Boulevard. Pictured: Men’s Paolo Plaid Camp, Curtis Pant, Nevis Side Buckle Sandal and Kingston Watch, all by Tommy Bahama. Women’s Kenyan Palms Dress and Palm Desert Sandal by Tommy Bahama.