

smith

ALDER

CLOTHING THAT CREATES THE WOMAN YOU WANT TO BE

news

HOLIDAY 2008

WHAT'S HOT FOR THE HOLIDAYS?

Chilewich



Laura Hunter

SCARVES

Cedide



Sweet Masterpiece Artisan Chocolates—unbelievable!!!



GIFTS

WHAT'S COOL?

YOU ARE—for supporting a small, locally-owned business. We want to thank you for what you do:

1. YOU KEEP DOLLARS IN OUR ECONOMY by shopping at a business that in turn supports other small businesses. We buy from small studio designers in the USA and Europe and we search for studios that don't outsource.

2. YOU CREATE LOCAL JOBS. We have only one store, and you help us grow. We now employ four very special stylists with an amazing 100 years of retail and fashion experience between them!

3. YOU USE OUR EXPERTISE by bringing us your fashion questions and trusting our personalized service to help you create great style.

4. YOU HELP MAKE US UNIQUE by shopping with us regularly and giving your valuable feedback about what you love and what you want to see here at Smith Alder.

5. YOU MAKE US A DESTINATION AND YOU SHARE US WITH YOUR FRIENDS. We are deeply appreciative of your ongoing support and referrals.

Please use the \$50 Gift Certificate below—our thank you for all you do.

In an effort to become more environmentally friendly and less dependent on paper, we are updating our mailing list to include EMAIL ADDRESSES, so please add your email address when you bring in your Gift Certificate.

\$50 GIFT CERTIFICATE

Valid ONLY from November 22nd through December 24th

Good for purchases of \$250 or more— including sale items!

Good with valid email address (if you have one). We keep your information completely confidential.

Name _____

Email _____



Oska



SWEATERS



JACKETS



JEWELS



Kay Chapman

SHIRTS

Susan Green

Petra Class

French Hair Clips

WHAT'S HAPPENING?

Save these dates

MARK YOUR CALENDAR!

PETRA CLASS TRUNK SHOW

NOVEMBER 22ND SATURDAY 12-5

Don't miss some of the most beautiful 22k gold and gemstone jewelry in the world and meet the artist!

TINA FREY TRUNK SHOW

DECEMBER 6TH SATURDAY 12-5

Tina Frey is an up and coming San Francisco designer who works in molded resin. She creates chic, unique necklaces, rings, bracelets, vases, and bowls in sophisticated, dramatic colors—these make wonderful gifts and gorgeous adornments. Come in now to see her "Macy" necklace in carbon, pearl, canary, cerulean, and raspberry.

USE YOUR \$50 GIFT CERTIFICATE

NOVEMBER 22ND (PETRA'S TRUNK SHOW)
THROUGH DECEMBER 24TH (CHRISTMAS EVE).



Petra Class



Tina Frey

WHAT'S GOLD?

We carry the **HERCO** catalogue! Italian Handmade Gold—almost any chain, bracelet, or earring imaginable in **14 and 18K, yellow, white, or rose gold and platinum**. Look in the catalogue and special-order!! **20% discount from the listed price!**

The **SKINNY** on **SPANX**—if you don't know about them, just ask! They are slimming undergarments, including bras, comfortable and easy to wear!!!



WHAT SIZZLES?

Appointments for Special Services!!!

408.260.7555

SMITH ALDER'S trained and experienced stylists are here to help you invent, re-style, or complete the look that will maximize **your unique beauty**—giving you the **CONFIDENCE** to make a **SUCCESSFUL** impact in business, social situations, special events, traveling, and casually, at home and play. **Call us to reserve a time when we can help you and only you (it's nice to be pampered).**

Feel free to ask for your favorite stylist. **CUSTOM TAILORING** and **SPECIAL STYLIST APPOINTMENTS** with **OWNERS, PAULA AND JESSICA ALDER** Monday and Tuesday from **12-6, and Thursday and Saturday—all day.**

CLOSET COACHING makes a great gift!

Set an appointment with Paula or Jessica to help you transform your closet from disorganized disaster to user-friendly.

Phone 408-260-7555 and ask for Jessica Alder or Paula Smith Alder, LCSW.

THURSDAY EVENINGS WITH SANDY 5-9 pm

Sandy Mahoney will take special appointments for Thursday evenings to help you **refresh your look, update your wardrobe, and receive hair and make-up tips.** Bring in hard to match pieces from your wardrobe and **get help from an expert!**



Lori Bacigalupi

TUESDAY EVENING SPECIAL PARTIES 6-9 pm

Bring in two friends who haven't been in before and YOU ALL RECEIVE 20% OFF purchases that evening only.

Appointments are essential, since there is a limit to the number of groups we can help each Tuesday evening (we want you and your friends to receive all the attention). Schedule your Tuesday Evening Party **NOW !**

On Olin Avenue, directly across from
Starbuck's & Maggiano's
408.260.7555

377 Santana Row
Suite 1055
San Jose, CA 95128

Fine Clothing ■ Art ■ Jewelry

ALDER

smith

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