**Fashion Fix Collection Comparisons**

If you’ve ever wished to have a Paparazzi stylist at your party, the Fashion Fix is for you! The carefully coordinated Trend Blends found inside this amazing black box have been categorized into five different collections – each with a specific customer in mind.

Display each Trend Blend at every party you throw to showcase the broad range of styles available to your customers. Becoming familiar with the inspiration behind each collection can help you help your customers find what they’re looking for. And, an added bonus, you’ll always have a reason to invite them back every month to shop the newest Trend Blends.

**Fiercely 5th Avenue Collection**

The styles featured in the Fiercely 5th Avenue collection are exactly what you would expect with a name like that: Sleek, metallic designs that you’d find on the streets of New York. Professional, classy, and timeless, the accessories in the Fiercely 5th Avenue Trend Blends are strong and edgy, which makes them incredibly versatile. The Fiercely 5th Avenue Collection may appeal to customers who shop at:

- Banana Republic

- Chico’s

- White House Black Market

- Kohl’s (some sections of Kohl’s may play more to the Glimpses of Malibu crowd)

**Sunset Sightings Collection**

Trendsetters are sure to gravitate towards the accessories found in the Sunset Sightings collection. Featuring more drastic designs, bold colors, and funky combinations found outside the box, the pieces of the Sunset Sightings Trend Blends could easily be found on young Hollywood icons or in the pages of People magazine. The Sunset Sightings Collection may appeal to customers who shop at:

- H&M

- Charlotte Russe

- Wet Seal

- Note: H&M shoppers may also gravitate towards the Simply Santa Fe Collection, as they dedicate large sections of the store to the hottest super trend of the season.

**Simply Santa Fe Collection**

Earthy, desert-inspired designs are what the Simply Santa Fe collection is all about. Natural stones, indigenous patterns, and vibrant colors of the Southwest are sprinkled throughout this trendy collection. This is a seasonal collection. As trends change often, watch for different Trend Blends to replace this one. The Simply Santa Fe Collection may appeal to customers who shop at:

- Buckle

- PacSun

**Magnificent Musings Collection**

The Magnificent Mile in Chicago is where we pulled our inspiration for the Magnificent Musings collection. With a range of shopping venues, the Magnificent Mile is a hub for classic trends with urban elements and the Magnificent Musings collection definitely follows suit. The Magnificent Musings Collection may appeal to customers who shop at:

- Express

- Forever 21

**Glimpses of Malibu Collection**

The Glimpses of Malibu collection was created with inspiration from the styles of Malibu, CA. Styles in this Trend Blend will feature fun, livable fashion with an upscale flavor. The colors are usually a bit tamer compared to the bolder hues found in other collections, and the attitude tends to have a laid back vibe. In many cases, it resembles the Fiercely 5th Avenue Collection, with added colors and a more feminine touch. The Glimpses of Malibu Collection may appeal to customers who shop at:

- Old Navy

- Gap

- Maurice’s

- J.Crew