

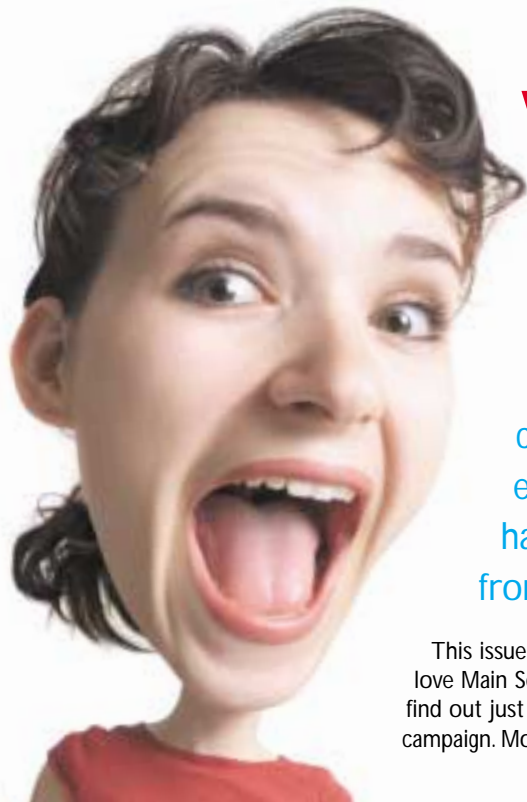
# Closer to You



LOVE SHOPPING... LOVE MAIN SQUARE!

ISSUE ONE

SPRING 2004



## WELCOME to our first Main Square Newsletter!

We've created 'Closer to You' to do just that. We want to get closer to the thousands of customers who visit Main Square every day, to tell you about the fantastic things that are happening here and to bring you lots of great offers and ideas from some of our stores.

This issue launches our new marketing campaign for 2004 'I Love Main Square'. We want to know why you love Main Square too and in our next issue, due out in the Summer, we will be running a competition to find out just why that is - with a prize for the best entry and a chance to appear in our Autumn advertising campaign. More on that next time!

### In this Issue

We launch into Spring with features on Valentine's Day, Easter, our Spring Fashion Show, a calendar of events for the next few months and lots more. We are supported by Thorntons, Ernest Jones, Birthdays, TONI&GUY and Costa Coffee and have some great offers and competitions for you to take part in. So sit back, have a good read and find out all the great reasons why you should visit Main Square this Spring!

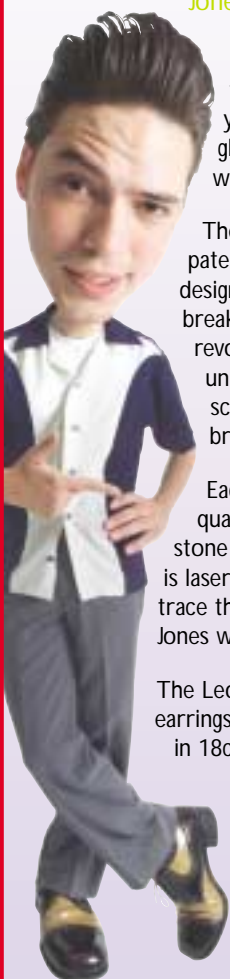


A brilliant 'best friend' for your girl!



**Ernest Jones**  
THE DIAMOND & WATCH SPECIALIST

They say that diamonds are a girl's best friend - and with so many opportunities to shower your lady-love with presents coming up this Spring, you need to make sure you come up with something breathtaking. So show that 'special someone' how much you care, with an exquisite piece of jewellery from Ernest Jones, the diamond and watch specialist, in Main Square.



Ernest Jones has specialised in diamonds - and in watches from some of the most prestigious brands - for over 50 years and is the exclusive stockist of the Leo Diamond, a global branded diamond, which very few jewellers in the world can boast.

The Leo is a striking, round, brilliant diamond, developed and patented by Leo Schachter, one of the world's leading diamond designers and cutters. It has 66 facets and is recognised as a breakthrough in the technique and craft of diamond cutting. Its revolutionary patented cut creates a breathtaking sparkle unrivalled in diamonds of equal colour and clarity. In short, it is scientifically proven that the Leo Diamond is visibly more brilliant than its conventional 58 faceted counterpart.

Each one comes with its own certificate from GemEx Systems, quantifying its visible difference - with the history of each stone being gemscribed with a unique identification number that is lasered onto the girdle of the ring. This means the owner can trace the history of their diamond simply by visiting the Ernest Jones website [www.ernestjones.co.uk](http://www.ernestjones.co.uk)

The Leo Diamond Collection is an exquisite collection of rings, earrings and pendants, available in a range of designs beautifully set in 18ct yellow gold, 18ct white gold or platinum. Whether you're looking for a solitaire, a trilogy design or an anniversary ring, there's a beautiful selection to choose from, in different carat sizes.

So, come on guys, take a look at the Leo Diamond at Ernest Jones in Main Square - and show the lady in your life how you really feel about her!

## 'Relax and Enjoy' a break from shopping...

When you're out for a serious day - or even just an hour - at the shops, you'll need to keep your stamina up with a break or two to rest the feet and recharge the batteries along the way.

Costa Coffee is the perfect venue to do just that. Whether it's for a quick 5 minute coffee or a more leisurely lunch, Costa is the place to go. They have a full range of sandwiches, tostato's, panini's, cakes and pastries as well as all your favourite hot drinks.

For our first issue of 'Closer to You' we have teamed up with Costa to offer you the chance to appreciate their relaxing environment, friendly

staff and fantastic hot drinks even more than before. Take this coupon into Costa Coffee at Main Square before 28th February and when you order a medium hot drink they will give you a free upgrade to one of their large ones - served in this gorgeous two-handled cup. Just the thing to relax with before you head back to the shops!

**COSTA**

CONTINUED INSIDE...



### FREE HOT DRINK UPGRADE!

Take this coupon into Costa Coffee in Main Square and receive a free upgrade to a large hot drink when you order a medium one.

Offer open until 28th February 2004. Photocopies not accepted.

**Opening times:**  
Monday to Saturday  
9.00am - 5.30pm

Sunday  
10.30am - 4.30pm

[www.mainsquare.co.uk](http://www.mainsquare.co.uk)

I ♥

M A I N  
M  
S Q U A R E  
O F C A M B E R L E Y

OPEN 7 DAYS A WEEK ♥ DISABLED ACCESS

# Easter Competition

## WIN a Thorntons Personalised Easter Egg!

Get your Easter celebrations off to a great start with a personalised Thorntons Easter Egg.

Find all of the words in our Easter word-search and send it to us – and the first one drawn out of the hat after the closing date of Friday 2nd April will win. Give it to someone special or alternatively eat it all yourself!



**Thorntons**  
the Art of the Chocolatier

**Come to Thorntons** at Main Square this Spring. With favourites such as Thorntons Continental, Special Toffee and our famous personalised Easter Eggs, we have the ideal gifts for Valentine's Day, Mother's Day (March 21st) and Easter – as well as just about any other occasion you can think of!

Can you find all of these words?

They could be vertical, horizontal, diagonal, forwards or backwards.

EASTER EGG  
BUNNY  
RESURRECTION  
CHOCOLATE  
DAFFODIL  
SPRING  
EASTER SUNDAY  
GOOD FRIDAY  
MAUNDY THURSDAY  
BASKET  
BONNET  
EGG HUNT  
PALM SUNDAY  
HOT CROSS BUNS  
CHICK

D	P	O	J	H	E	R	F	T	B	Y	U	I	J	B	N
H	Y	A	D	S	R	U	H	T	Y	D	N	U	A	M	M
C	L	E	Q	O	L	M	N	B	V	E	P	O	E	A	S
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B	U	H	N	G	A	E	P	N	F	S	X	U	Z	P	E
H	W	D	I	C	H	S	O	B	M	T	E	K	S	A	B
D	H	Q	R	C	L	U	I	B	N	E	T	O	G	L	Q
O	A	U	P	S	K	R	N	V	B	R	A	K	C	M	H
M	T	F	S	I	R	R	U	T	C	S	L	P	Q	S	G
S	E	Y	F	P	Q	E	Y	C	R	U	O	F	A	U	H
P	N	I	L	O	S	C	T	X	F	N	C	E	P	N	Q
W	N	U	H	A	D	T	M	A	G	D	O	R	I	D	Y
G	O	O	D	F	R	I	D	A	Y	A	H	T	U	A	T
N	B	N	F	L	C	O	L	X	O	Y	C	G	M	Y	L
S	H	K	V	B	U	N	N	Y	K	V	P	M	T	S	Y
A	B	S	N	U	B	S	S	O	R	C	T	O	H	I	U

Name

Address

Phone Number

Email Address

Bring your completed entry to Main Square Shopping Centre and place it in the post box in Town Square by Friday 2nd April.

## Calling all budding journalists . . .

Welcome to the first in our series of 'Guest Articles'. We are looking for your input into this newsletter and we will be publishing a reader article in each subsequent issue. So, get your pen, or pencil, or keyboard at the ready and send us around 500 words on any shopping-related topic. Our first one is all about the differences in shopping habits between men and women – a real insight!

Email your article to us at [management@mainsquare.co.uk](mailto:management@mainsquare.co.uk) or place it in the post box in Town Square. And don't forget to include your contact details!

### Romance or Retail Therapy?

What's that big event that all women look forward to this time of year in the hope that it's filled with champagne, flowers, chocolates and lovely feminine pressies and trinkets? Yes, you've guessed it - or have you? It could be Valentines, Mother's Day, a birthday or even Easter. But the principle is the same, women love to be spoiled and men love to spoil them.

The only problem is that they are both coming at it from a completely different perspective. John Gray had the right idea when he said that 'Men are from Mars and Women are from Venus' – and when it comes to shopping, we just aren't on the same wavelength!

Research conducted into the psychology of shopping confirmed what most of us have known intuitively for years - that differences in gender are all the more obvious during the shopping experience. Men prefer to browse at magazines, buy

CD's, investigate the latest high performance car, gadget or computer gizmo. But buying clothes? Hmm, not unless they have to! Most women on the other hand would run a mile from these male dominated activities. Women it seems, prefer to shop for clothes, shoes and household items. When women shop with their female friends they spend much more time examining the options before choosing, have much more fun and are less likely to return their purchases. Women often see shopping as 'retail therapy' - while men are more

likely to be focussed, shop alone and have a clear idea of what they want before they even leave home.

It would seem then that these two species are somewhat incompatible! Well perhaps not . . . Maybe it is more about strategic planning and communication. Men respond much better to clear and precise instruction, but women unfortunately respond well to more romantic gestures. If we are perfectly honest, as women we often think that a small hint will achieve the desired result – and when that doesn't work, how about a bigger one? Still no result? Well I'm sorry to say, but a bigger hint is even less likely to register.

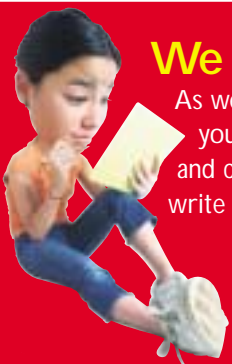
So, if each wants to please the other then they have to try to understand where they are coming from. And that's where the difficulty lies. Neither seems to want to 'give in' to the other. So

women, tell him what you would like for that special gift – he isn't psychic. And men, try to understand that it IS normal female behaviour to try on garments in 6 different outlets only to go back to the very first one they visited to make the purchase. Maybe the solution is to visit Main Square together so that each of you can start to appreciate the differences.

Even at Valentines these can be seen – as research has shown that women buy their cards well in advance while men tend to wait until the last minute. Although, to give them some credit, the same research also shows that men participate more in Valentines Day than any other card-giving event!

But we might as well face it, if Women are from Venus and Men are from Mars, then when we're talking about shopping it is most definitely "Women are from Harrods and Men are from Halfords".

Dr Vicky Houston  
Consumer Psychologist



### We need your involvement in this publication!

As we said, this newsletter is all about getting 'Closer to You' – so we want to know what you think! If you have any comments or thoughts - or would like to see any special features and competitions in future issues, please email us at [management@mainsquare.co.uk](mailto:management@mainsquare.co.uk) or write to us and place your letter in the post box in Town Square.

We want to make sure that this newsletter is something that is interesting and worth reading – and without your feedback we won't know if we're getting it right!

CONTINUED FROM FRONT PAGE...

### Costa Coffee

From the 25th February you can sample their fantastic new range of miniature snacks to go with your coffee – with four different options to choose from, there's bound to be something you can't resist!





# Events at Main Square!

We have many special events coming up throughout 2004, just some of which are listed here. Any other events – and further details on the ones listed here, will be found on our website at [www.mainsquare.co.uk](http://www.mainsquare.co.uk) and in your local newspaper. So make sure you keep an eye on both to guarantee that you don't miss out on anything!



## SPRING EVENTS

14th February	Chase Hospice Car Giveaway
20th March	Fashion Show
10th April	Easter Chocolates Giveaway and other entertainment
3rd April	Stroke Awareness
w/c 31st May	HALF TERM – Children's entertainment all week

### Spring Chic at Main Square!

Put the 20th of March in your diary now and make sure that you don't miss our superb annual fashion show here at Main Square.

As always, we have loads of our fashion retailers involved – to make sure that we bring you the latest clothes and accessories for every occasion. We will be running 4 shows during the day, at 11am, 12.30pm, 2pm and 3.30pm - so come along when you can and get some inspiration for Spring and Summer 2004.

## Future dates for your diary

w/c 13th September	Street Festival (All Week)
25th September	Fashion Show
w/c 25th October	HALF TERM - Children's entertainment all week
13th November	Christmas lights switch-on with other entertainment

# Come to Birthdays for *Valentines Day!*

Birthdays have over 500 stores nationwide and are celebrating the season of love with more than 400 different cards to choose from. Something for everyone, from married couples to unrequited love, from a peck on the cheek to steamy passion. Whatever mood you want to express – passionate, sentimental, cutesy or funny – they have something to suit.

And with our new theme being all about Love too, we thought we would look at some quirky facts about Valentine's Day and its history - and try to find out why it is that on February 14th every year we throw caution to the wind and declare our feelings for secret and not-so-secret loves.



## Ten things you probably NEVER KNEW about Valentine's Day!

- 1 The oldest known Valentine was sent in 1415 by Charles, Duke of Orleans, to his wife while he was imprisoned in the Tower of London - and it can still be seen in the British Museum today.
- 2 St Valentine's Day is celebrated in the UK, Australia, France, the USA, Canada and Mexico.
- 3 Valentine's Day comes from the ancient Roman festival of Lupercalia. In Rome's early days, wolves freely roamed the local woods and the festival called on one of their gods, Lupercus, to keep the wolves away. On the eve of the festival of Lupercalia, which took place on February 15th, the names of Roman girls were written on slips of paper and placed into a jar. All the young men then drew a slip and the girl whose name they chose would become their sweetheart for the year.
- 4 Each year over 900 million Valentine's cards are sent, not only to sweethearts but also to friends, parents, teachers, siblings and even to pets - making it the second biggest card-giving occasion next to Christmas.



- 5 According to one legend, the original St. Valentine was born in the Italian town of Terni and was executed as a Christian martyr in the 3rd century. While in prison, he fell in love with his jailor's daughter, who visited him while he was there. Before his death, legend says that he wrote her a letter signed 'From your Valentine' - an expression that is still in use today.
- 6 In Wales, wooden love spoons were carved and given as gifts on February 14th. Hearts, keys and keyholes were favourite decorations on the spoons. The decoration meant 'You unlock my heart!'
- 7 Some people used to believe that if a woman saw a robin flying overhead on Valentine's Day, it meant she would marry a sailor. If she saw a

sparrow, she would marry a poor man and be very happy. If she saw a goldfinch, she would marry a millionaire.

- 8 Cupid comes into all this because he was the son of Venus, the goddess of love and beauty. Legend says he could cause people to fall in love by shooting them with his magical arrows, but he himself fell in love with a mortal maiden named Psyche. Cupid married Psyche, but Venus, jealous of Psyche's beauty, would not let her daughter-in-law look at Cupid. Psyche, of course, couldn't resist temptation and sneaked a peek at her handsome husband. As punishment, Venus demanded that she perform three difficult tasks, the last of which killed her. Cupid brought Psyche back to life and the gods, moved by their love, granted Psyche immortality. Cupid therefore represents the heart and Psyche represents the struggles of the human soul.

- 9 In the Middle Ages, young men and women drew names from a bowl to see who their Valentine would be and would then wear these names on their sleeves. The expression 'to wear your heart on your sleeve' now means that it is easy for other people to know how you are feeling.

- 10 Birthdays' market research shows that 85% of card buyers buy one card, 11% buy two cards, 2% buy three cards and 1% of people buy four or more cards!

- A bag of Mini Fruit Muffins - with two blueberry, two lemon and two raspberry muffins
- A bag of Mini Chocolate Muffins with two double chocolate, two chocolate chunk and two cappuccino chocolate chunk muffins
- A box of Mini Biscuit Bites with two double chocolate cookies, two Viennese swirls and two chocolate chip butter shortbread
- A Chocolate Indulgence box containing a chocolate truffle, a chocolate profiterole, a chocolate japonaise and a chocolate tavolatta



# WIN

## a fabulous new hairdo with TONI&GUY!

As Spring approaches, there are lots of occasions to let your hair down – and to put your hair up! Early season holidays, Easter, Valentine's, Mother's Day – and a good few birthdays and anniversaries along the way too we're sure. So, to help you on the way, we've got together with TONI&GUY at Main Square to give you some great styling tips from the experts – and also to bring you this fantastic prize.

The winner of our competition will receive a FREE haircut and blow dry with one of the team at TONI&GUY in Main Square shopping centre – so enter now, and if you don't have a special occasion coming up, then make one just to show off your new look!

### TONI&GUY

40 YEARS OF PURE HAIRDRESSING

www.toniandguy.co.uk

## SIX Smart Styling Tips from TONI&GUY

At TONI&GUY we believe each person is unique and we recognise that we must take each client's individual needs into consideration in order to create a personal look that works for them. Our technicians and stylists work with you to create a total look that is flattering and is also an extension of your own fashion statement.

However, we know we can't be there for you all the time – so here are some of our tried and tested styling tips – to help you when you're looking after your hair at home.

- 1 When towel-drying your hair, don't rub it vigorously – instead, blot it gently with the towel to avoid damaging your hair.
- 2 Make sure you choose the right brushes and styling products for your hair – and if you're not sure which these are, then ask your stylist.
- 3 For shine, add a small amount of serum to towel-dried hair. Apply it to your hands first and then smooth down your hair length.
- 4 Style hair in sections, starting with the back hairline and then working your way to the top. When drying with a blow-dryer, blow down the hair shaft from root to end, never the other way. A cold blast of air after each section will help to hold the style in place and set the hair for longer.
- 5 If you have curly hair – avoid handling it too much. To stop frizz when using a diffuser, tip head upside down, place hair in the bowl of the diffuser and dry on medium heat.
- 6 To smooth out curly hair, try using Velcro rollers. For a smooth result with body, blow dry using a large-bristle brush and re-apply a few drops more of serum for added shine.

To enter our competition all you have to do is answer these 3 simple questions correctly – and then complete the sentence below in no more than 15 words. All correct entries will then be judged by the Main Square Management team and the prize given to the person who, in the judges' opinion, best expresses the reasons why they want to win this tremendous TONI&GUY cut and blow dry. (The Judges decision is final. No correspondence will be entered into).

1. What can you do with your hairdryer to help hold a style in place? \_\_\_\_\_

2. What is the best way to towel-dry hair to avoid damage? \_\_\_\_\_

3. At TONI&GUY, we believe each person is? \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Once you have answered these questions, please complete the following statement in 15 words or less, then put your completed entry form into the post box in Town Square.

I would like to win the free TONI&GUY cut and blow dry because \_\_\_\_\_

Closing date for entries Friday 2nd April

Bring your completed entry to Main Square Shopping Centre and place it in the post box in Town Square by Friday 2nd April.



Main Square Management Suite  
15 Cambridge Walk  
Camberley  
Surrey  
GU15 3SW  
Tel: 01276 22325

www.mainsquare.co.uk



## Getting to Main Square...

Main Square shopping centre is just off London Road (A30). The M3(J4) is nearby, as is the A331 link road. It is also easy to get to Main Square by a number of different routes, by car, by bus with local buses stopping in Pembroke Broadway next to the Centre, and a free bus service between Main Square and Marks & Spencer at the Meadows, or by train with Camberley station only 2 minutes walk from the Centre.

If driving to Main Square parking is easy to find and plentiful, with over 2500 parking spaces available in one of the four car parks, all run by Surrey Heath Borough Council, the closest being the multi-storey car park right next to the centre, the others a few minutes walk away.

Current car park opening hours and parking charges are available on the Surrey Heath Local Authority website <http://www.surreyheath.gov.uk/surreyheath/transport.nsf/pages/transport.html>.

Although Main Square Shopping Centre has no control over the car parks, we endeavour to ensure that they are maintained to a high standard and that charges are kept to a suitable level in the interest of all shoppers in Camberley.

