

JCPENNEY sharpens focus on fall style, quality & value

Shop like an expert and send a polished message this season

PLANO, TX—Belts may be tightening in these tough economic times, though sacrificing style is not an option for JCPenney shoppers. According to Karolyn Wangstad, Vice President of Trend for JCPenney, the foremost retailer for cost-conscious style is fully stocked with fall fashion firsts.

"This season is all about dramatic silhouettes, bold colors, and striking new patterns," Wangstad says. "Both fashion-forward collections, and those with a touch of déjà vu are prevalent. Throughout JCPenney, eye-popping styles are accompanied by eye-soothing savings from trend-setting high-waist pants, faux fur vests, plaids, colored denim, leggings and lace detailing for her, to bold pops of color, tailored profiles and more polished looks for him," Karolyn promises.

For Her - Fashion conscious females will love all the possibility that comes with JCPenney's 2009 fall collection. From faux fur vests and puff-sleeve blouses, to pleated skirts and asymmetrical cardigans, women will find all the ingredients they need to energize and update their fall wardrobes without breaking the bank! Below is a checklist of fall must-haves and multi-taskers:

It's all about fashion essentials! JCPenney's three newest exclusive brands this fall include She Said, Oxford & Regent and Twelfth of Eleven. All offer relaxed styles for independent women who know the ultimate wardrobe success begins with functional staples. A boyfriend pocket tee by Twelfth of Eleven, \$17.99 is the perfect style solution as a topper for jeans or a tailored trouser pant.

Living Sculpture: This fall, balance sharp styles with architectural lines to create a

dynamic statement! JCPenney's East 5th and Worthington collections offer a range of styles from textured tops and bold prints, to stylish jackets that she can pair with everything from pencil skirts to trousers, \$19.99 - \$36.00.

Wide or Skinny? Think wide or think skinny this season, when it comes to the perfect pant. If the preference is relaxed and wide, a pair of a.n.a herringbone trousers or jeans provides a roomy look and feel, \$27.99. If a skinny silhouette feels right, Decree offers an ultra chic skinny, \$24.00.

Take things a notch up and go Mad For Plaid this Fall! Plaids touch all aspects of her look, from the classic blouse, to the schoolgirl skirt. Pair a ruffle-front knit top with a pleated skirt and slip on some ankle boots for a stylish touch. JCPenney's ana collection offers a dip-dye plaid shirt, \$32.00

Tough Luxe: Don't just save the black lace numbers for a night on the town! This season, she can bring a hint of evening to her day to spice things up! She will look edgy and chic in the office in a Worthington hi-waist lace skirt or an ultra-femme top from the Bisou Bisou collection, \$30 - \$44.

Country Chic: This fall, make every day feel like a leisurely Saturday. She can expand her wardrobe with a plethora of timeless classics while keeping comfort and style in mind. St. John's Bay has a cozy toggle sweater coat; slip into a velvet jacket from American Living; or try a warm knit top from Liz & Co, \$30 - \$78.

For a non-traditional look this Fall, La Vie Boehme! Print-on-print fabric mixes and a layered silhouette makes a statement on this earthy girl! Try a nicole by Nicole Miller floral

print peasant top to complete this look, \$30.

For Him - JCPenney will be the first and only stop for all male fashion leaders out there! From American Living and WhiteTag, to Stafford and J. Ferrar, he will have style at

his fingertips and endless ways of expressing his individuality. He will love JOE Joseph Abboud, JCPenney's newest men's line with fall style trends like "The Perfect Mix", "Classic Cool", and "Patterns Rule". Below are some more ideas to get him started:

An eye for color will certainly benefit any man concerned with style! Check out the American Living line for button downs in orange, blue, and yellow that will be an essential addition to his wardrobe, \$30.

Add some pizzazz to his go-to layering piece with a JOE Joseph Abboud v-neck sweater in a bold color, \$42.

The boyfriend needs the boyfriend look too! J. Ferrar has a variety of vests for every occasion, \$42.

As holiday events and cocktail parties start to fill up his calendar this fall, suit separates and button-downs by Stafford or Concepts by Claiborne will keep him on trend and looking sharp, \$150 - \$200.

A pea coat or car coat from St. John's Bay in elegant black will be the perfect touch on a chilly day, \$140

A JOE Joseph Abboud two-button, notch lapel jacket and coordinating pant in black or brown will upgrade his suite wardrobe for fall, \$120 - \$240.

For Kids - Fall is an important season for the little ones! From back-to-school gear to holiday

events JCPenney will be the place to shop for all their wardrobe needs! From smock dresses, cozy sweaters and feminine coats for the girls, to corduroy jackets, button downs

and plaid hoodies for the boys, you can mix and match all season long! Below are some more ideas for stocking up those wardrobes:

Dip into color! For both boys and girls this season, go for deep purples, rich reds and pops of orange and yellow here and there! JCPenney's Arizona line carries a variety of bold prints in tee's, sweaters, button-downs and jackets this season! \$12 - \$34

Bundle up! For girls, feminine coats that run the colors of the rainbow will take her from the classroom to holiday gatherings! Boys will love an Arizona corduroy jacket or an American Living full-zip hoodie for play! \$24 - \$40

Plaid Play! What could beat this go-to fall print? American Living offers the cutest plaid styles--a touch of ruffles for girls and great color combos for the boys! \$40 - \$44

Denim in all Styles! From dark washes to bright hues, denim keeps the kids cool this season. Add some pizzazz to her tee and cardi by pairing with Vigoss straight leg denim in any of the brights from turq to purple \$44! For him, American Living straight leg denim will be a great go-to for any stylish sweater or button-down this fall! \$38

JCPenney's combination of great fashions, affordable price points, convenience of more than 1,000 stores nationwide, and jcp.com will help make looking fabulous on a tight budget simple and fun this fall.

For a quick glimpse at all the items listed above, take a look at our online photo gallery: www.jcplookbooks.com

For further information, contact:

M Booth & Associates Public Relations Agency
Katie Wadhams; (212) 539-3226; katie@mbooth.com
Jen Doyle; (212) 539-3261; jenniferd@mbooth.com
JCPenney Brand Publicity
Kelly Fordyce; (972) 431-8998; kfordyce@jcpenny.com
Molly Magill; (972) 431-8184; mmagill1@jcpenny.com
Asian Media Contacts
Jennifer Chang; (562) 733-

1855; Jennifer@intertrend.com

Eri Amano; (562) 733-1881; Eri@intertrend.com

About JCPenney
JCPenney is one of America's leading retailers, operating 1,101 department stores throughout the United States and Puerto Rico, as well as one of the largest apparel and home furnishing sites on the Internet, jcp.com, and the nation's largest general merchandise catalog business. Through these integrated channels, JCPenney offers a wide array of national, private and exclusive brands which reflect the Company's commitment to providing cus-

tomers with style and quality at a smart price. Traded as "JCP" on the New York Stock Exchange, the Company posted revenue of \$18.5 billion in 2008 and is executing its strategic plan to be the growth leader in the retail industry. Key to this strategy is JCPenney's "Every Day Matters" brand positioning, intended to generate deeper, more emotionally driven relationships with customers by fully engaging the Company's approximately 150,000 Associates to offer encouragement, provide ideas and inspire customers every time they shop with JCPenney.

(Advertising Supplement)

NAPAWF Karaoke Night - Come sing for a good cause and win \$\$\$!

THE National Asian Pacific American Women's Forum (NAPAWF) will be holding a "Nonprofit Karaoke Night" on Thursday, October 1st 2009 from 6pm to 9pm

Admission is \$15 which includes entrance fee for karaoke competition. It will be held at Satay Bistro Grille 3900 Paradise Rd. Las Vegas NV 89169. For information, please call (702) 369-8788 or visit sataylasvegas.com

NAPAWF is the only national, multi-issue APA women's organization in the country. Its mission is to build a movement to advance social justice and human rights for APA women and girls. ■

Showbitz!

PAGE A1 ◀

Piolo Pascual willing to lend a hand to KC Concepcion

ONE of the most lauded young actors today, Piolo Pascual, gained the respect of filmgoers and critics alike this time as a film producer. His production outfit, Spring Films, is currently enjoying the success of Eugene Domingo's launching movie, *Kimmy Dora*. Now, Piolo is setting his sights on using his clout for good causes.

At present he is one of the founders of the Hebreo Foundation, an organization which aims to provide education for poor but deserving children.

"It's one way of sharing my

blending," he tells abs-cbnnews.com. "Ako kasi I get gifts from people. I told them, 'If you want to give me gifts, just help the foundation.' At least, *hindi ako ang natutulungan mo, kundi ang ibang tao*.' At least, *nakakatulong pa sila sa ibang tao na nanggagaling ng tulung.*"

Piolo is also looking into supporting actress/model KC Concepcion in her fight to end hunger in Mindanao. KC was recently declared by the United Nations World Food Programme (WFP) as their national ambassador against hunger. ■

'Lola' is Oscar-worthy

PAGE A1 ◀

and hopefully the Oscar—then they should scrap "friendship" as one of the criteria and choose a film that is truly Oscar-worthy. With his recent Cannes victory, *direk Dante* will certainly make heads turn if he competes in the Oscars.

But first, does he have to pass through the eye of the FAP needle?

Why Heart backed out of Patient X

Now it can be told: Heart Evangelista backed out as Richard Gutierrez's leading lady in *Patient X*, directed by Yam Laranas (*The Echo*, Hollywood remake of *Sigaw*; and Asia's *Titanic* on National Geographic), because she saw a ghost. Her initial press

release for quitting the project was the appendectomy that she recently underwent.

"I already shot for one day and that was when I saw what I'm sure was a ghost," said Heart. They were shooting in an old building in Boystown then. "I couldn't sleep after that and I felt I couldn't continue doing the movie *baka makita ko ulit ang ghost na 'yon*."

Ironically, Heart was replaced by Cristine Reyes with whom she had a little "issue" when Cristine got jealous of Heart after she co-hosted a portion in *S.O.P.* with Cristine's ex-boyfriend Dennis Trillo.

"But she promptly said sorry to me," said Heart who, after

recovering from her break-up with Jericho Rosales, promised not to fall in love with a showbiz guy again. She's now dating a non-showbiz guy but he's not the controversial politician's son who is constantly on the front pages because of his unwavering fight for truth.

"I got flowers but I never knew until later that they came from him. I don't know him at all. But his half-brother is my friend."

Asked if Cristine had any reason to get jealous, Heart said, "No; none." She was mum when asked if Dennis was her "type."

Heart's mid-afternoon GMA soap *Ngayon at Kailanman*, opposite JC de Vera (both of them are managed by Annabelle Rama), is ending soon but she's still busy as one of the hosts of *S.O.P. Rules* and her own Q11 show *Fashionistas With Heart*.

Meanwhile, JC seemed to have "mellowed" after the big continuing issue (resulting in filing of charges and counter-charges) between his *Tita Annabelle* and GMA executive Wilma Galvante. He must have been so traumatized by the incident that he'd rather not talk about it, only smiling when asked about it by the movie press.

He's resting assured that even if *Ngayon at Kailanman* is ending, he will continue earning as guaranteed by his GMA contract. He's now preparing for a four-episode special for *Maynila* and a TV series for GMA. JC remains a Kapuso at heart in spite of what happened.

Congrats, Diet!

I just got a letter from Diether "Diet" Ocampo whose showbiz-unrelated good work deserves to be emulated. Here it is:

Dear Ricky,
How are you? Hope you're doing fine. Last weekend, I received a certificate of recognition from the Department of Education for K.I.D.S. Foundation's commitment to improve the welfare of the disadvantaged children and for generously participating in the task of building a nation with the thrust of the national-leadership training for student-government officers and the supreme student governments around the country.

It is nice to see a lot of young people whom I have met during the DepEd and CSCA event in Baguio comprising of more than 6,000 student leaders from all over the country who have shown great hope for a greater change. I have shared my experience with them, facing all challenges to pursue my dreams and talked about how the K.I.D.S. Foundation started four years ago. Most of them have shown enthusiasm in active volunteerism and in joining our annual charity activities which we update regularly in our

web site (www.kidsfoundation.org.ph)

I hope you could join our fourth *A Trek to Remember* (charity trek) in *Catanduanes* on Oct 23-26. We will bring with us volunteer doctors, nurses and dentists for the medical and dental mission plus our contributions of food, medicine, toys and school supplies.

To those who would like to join, please log on to our website for all the necessary details.

Thank you and God bless.

— DIET

What's up?

Celebrated Filipino pianist Cecile Licad (photo) will have her final performance tonight at the CCP main theater with German cellist Alban Gerhardt. Licad is soloist in Prokofiev's Piano concerto No. 3 in C Minor with the Philippine Philharmonic under Oscar Yato. The PPO Licad-Gerhardt all-Russian program includes Glinka's *Ruslan* and Ludmilla Overture, Shostakovich's Concerto for Cello and Orchestra with Alban Gerhardt as soloist and to be closed by Prokofiev's Piano Concerto No. 3 in C Major, Op. 26. Oscar Yato conducts.

Sen. Francis "Kiko" Pangilinan and other members of the Register and Vote group invade Davao tomorrow, Sept. 17, to promote registration of new voters for the 2010 presidential elections.

"There is an unprecedented number of Filipino citizens wanting to be a part of next year's elections," says Pangilinan. "When we were in Cagayan de Oro for the Register and Vote campaign, people were lining up at the COMELEC office as early as 3am because they were informed that the commission can only accommodate 300 people. The desire to vote is there. We have to let them participate in the democratic process." Bands like 6Cyclemind and Hale are set to perform together with Luke Mejares and other local performers.

BBC World News Anchor Rico Hizon has been invited by US Pres. Bill Clinton to moderate the Emerging Markets dinner panel discussion at the 5th Clinton Global Initiative's (CGI) Annual Meeting in New York City to be held at the Sheraton New York Grand Towers. In Pres. Clinton's letter to Hizon, he said, "You were such a wonderful addition to our program in Hong Kong and we hope you will be able to join us once again, and serve as moderator at the Emerging Markets dinner, scheduled for Tuesday, Sept. 22 from 8:30 to 10 p.m. We'd be delighted if you could lend your voice to this timely discussion."

(E-mail reactions at rickylo@philstar.net.ph or at entphilstar@yahoo.com) ■

新嘉麟 CHANG'S HONGKONG CUISINE

DIM SUM AVAILABLE DAILY
MONDAY TO FRIDAY 10:30 AM TO 5:00 PM
SATURDAY & SUNDAY 10:30 AM TO 3:00 PM

\$1.85 & up

DINNER SPECIAL AFTER 5PM \$7.95

- Honey Braised Pork Hock • Sauté Arctic Clam with Celery
- Saute Silver Fish • Twice Cooked Pork Szechuan Style
 - Pan Fried Shrimp w/Shell in Tomato Sauce
 - Spicy Clam Wine Soup • Seven Spice Squid
- Silver Fish Hong Kong Style • Beef Stew Hot Pot with Turnip
 - Fresh Mixed Mushrooms with Black Pepper Sauce
 - Saute Squid with Pickled Mustard Greens
 - XO Sauce Capelin Fish
- Spinach with Century Egg • Sauté Lotus Root • Sauté Rice Noodle Cho Chu Sauce • Chinese Broccoli with Salted Fish
 - Shredded Chicken with Eggplant Thai Style
 - Pork Spear Rib with Bitter Melon in Black Bean Sauce
 - Deep Fried Tofu with Bamboo Fungi Sauce
 - Saute Shredded Pork with Dried Bean Curd in Pickled Mustard Vegetables

For A Party of 150 People We Will Provide A Whole Lechon
*Must call in advance

Tel: (702) 362-3663

4670 S. Decatur Blvd. Las Vegas, NV 89103
Open Daily from 10:30 am to 10:00 pm

Trend Beauty SALON

TEAM MEMBERS SEW-IN WEAVE EXTENSION

Japanese Hair Straightening - from \$180.00 & UP
All Other Coloring Services - 20% OFF

SPECIALIZE IN KOREAN & JAPANESE FEATHER CUT

6158 Spring Mountain Rd., Las Vegas, NV 89146 (at Jones)
(702)220-9741
Bus Hr. 10AM-7PM • OPEN 7 DAYS A WEEK

North Las Vegas Premier Filipino Restaurant

pancit adobo FILIPINO RESTAURANT

Serving Traditional "Home-Style" Filipino Food

NOW SHOWING YOUR FAVORITE TFC & GMA TV SHOWS.

Meet Our Staff:
Owner & Head Cook - Gloria
Cook - Romy (from Pampanga)
Prep Helper - Esmeralda
Kitchen Helpers - Deida & Alma
Cashiers - Janet & Rhoys
Co-Owner - Robert

10 DAY SPECIAL
(valid Sept 17th - 27th)
BRING IN THIS AD AND RECEIVE 20% OFF on: 2 ITEM COMBO PLATE ALSO ON HALO-HALO DESSERT

VISIT OUR WEBSITE www.PancitAdobo.com
3275 W. Ann Rd. N. Las Vegas (see map)
702.25ADOB0 (252-3626)