



Make It's Fashion Part of Your Shopping Center.

It's Fashion has the trendy looks found in mall specialty stores at low prices every day. The stores offer the latest junior-inspired fashions, shoes and accessories for juniors and junior plus. New store prototypes feature an attractive and inviting shopping experience. The success of The Cato Corporation has established our stores as an exciting and distinguished addition to any development.

The Cato Corporation is a leading specialty retailer of value-priced fashion apparel and accessories operating three store brands-Cato, It's Fashion/It's Fashion Metro and Versona, generating \$950 million in sales with approximately 1,375 stores in 33 states.

Site Specifications

- Power centers, national discounters, and/or market dominant grocer anchored strip centers.
- 4,000 sq. ft. with minimum of 40' of frontage.

Demographic Composition

- Metro, middle & rural markets are considered.
- Minimum trade area population of 30,000.
- A broad range of income levels.

Your Presentation Should Include:

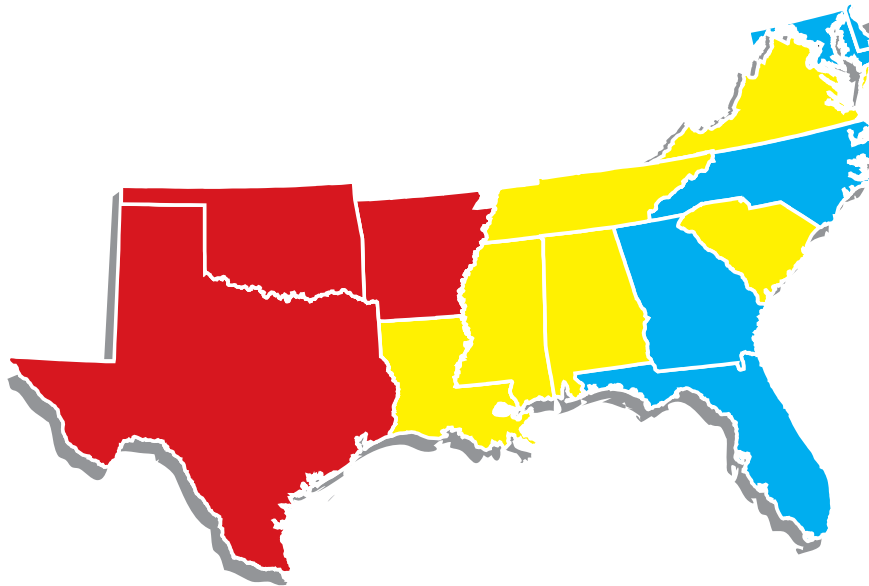
- Local map with site and surrounding retail centers clearly indicated.
- Large site plan with tenant listing, parking, store dimensions, curb cuts and traffic lights.
- Leasing plan showing building and space dimensions and front elevations.
- Current demographics.
- Traffic counts.

it's fashion
itsfashions.com

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it's fashion

A DIVISION OF THE CATO CORPORATION



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