



We are 1 year old!

My how time flies when you're having fun! I can't believe that Vanity Fairways has turned 1 already... we opened on Wednesday November 1st last year and what a year it's been!

Happy
1
st
Birthday

We have almost 1,000 ladies on our Client Database – ladies from all over Australia, New Zealand, Fiji and even one customer from Canada... how good is that?!

All birthdays have presents but in this case we are giving you the presents – included with this newsletter is a **\$10 birthday celebration voucher** – just present this voucher when shopping with us during November and we'll take \$10 off any full priced clothing item. We also have some great sale items with **up to 25% off** – well known brands in-store such as Tchak, Red Hill, Turtle Creek, Greg Norman and others... so don't miss out on our birthday celebrations during November.

Tiger Woods is at Vanity Fairways

We even have the photos to prove it ! We had a great night for the launch of the Nike range at Vanity Fairways – our ladies were the very first in Australia to see and get to try on the fabulous new Nike gear that will start arriving in 2008, so Tiger is staying for a while. You can't miss him from Moggill Road – he's not only a golfing legend he's now also a bit of a landmark around Chapel Hill.

We also had a special promotion during Nike Week and one lucky customer won a Nike Gift Pack for shopping at Vanity Fairways during Nike Week... and the winner is: Terri Williams! We'll be contacting Terri just as soon as we have the gift pack here for her to collect.



All our guests on the night had their photo taken with Tiger... just take a look at this...

Jan O'Neill from Wantima and Sarah Egan from RQ with Tiger.

golf apparel
and accessories
for women



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Holden Scramble Team



A very successful Holden Scramble Round was held at McLeod in September. Our team didn't make the finals but we had a great day and looked great (we think we did!) in our Nike shirts. Let's hope we play better next year!

Myself, Jan Fischer and Karen Jensen – Nike Tigers!

Sponsorships

Over the last few months we have been invited to sponsor at a number of golf days around Brisbane, including Windaroo, McLeod, Corinda and Keperra, to name just a few. Don't forget that Vanity Fairways would love to sponsor at your club. Fixture books and programs for next year are being worked on by most clubs now, so give us a call if you'd like Vanity Fairways to come to your club. We can even do a golfwear parade using your own ladies – much more fun that way too!



More great Canadian & European styles arrive

The second shipment of the Tabi Golfwear range from Toronto, Canada has just arrived and it's selling really fast. Likewise the Daily Sports range from Europe came in while I was on holidays and it's very popular. So if you're looking for something a little bit different you should call in soon. Because each of these ranges are imported in limited quantities, we can't re-order once sold out... so avoid disappointment and come in as soon as you can.



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Babes In The Woods

Our first Babes golfing weekend away was held at the end of October – 10 of the Babes headed out to Kooralbyn for 2 days of golf and socialising. A great time was had by all and we'll be doing it again next year, so if you'd like to join one of our Babes groups, just let me know.

We have now had almost 60 ladies participate in our Babes Clinics – word has spread fast and clinics fill-up very quickly. Two more groups start on Saturday 3 November for a 5 week clinic and this one was all referral and word of mouth – always the best form of advertising! We'll have a break until next year after this next group finishes but if you'd like to add anyone to the contact list, just email or phone me in the shop.



Babes enjoying Kooralbyn!

Happy Holiday Snaps

In our 3rd edition newsletter I told you all that I was going overseas on holidays for 4 weeks. We went to the UK and France with a stopover in Dubai on the way home. We loved every aspect of the trip, and especially our visit to St Andrews, even though we didn't get a chance to play as they had a big event on which covered 3 weeks... but we did get to play in Dubai. Now that's an amazing golf experience – expensive – but amazing!

Dubai is so exciting with all the growth and development going on... just have a look at the vista behind my husband Peter... so many amazing buildings going up and more planned. A golf course villa at Montgomerie will set you back anywhere between AUD \$10–30 million! Green fees aren't cheap but you do get an air-conditioned golf buggy, cold towels on every 4th or 5th hole and complimentary chilled fruit salad and water – and you're playing in the desert - something we will dine out on for a long time!



St Andrews



1st Tee at Dubai

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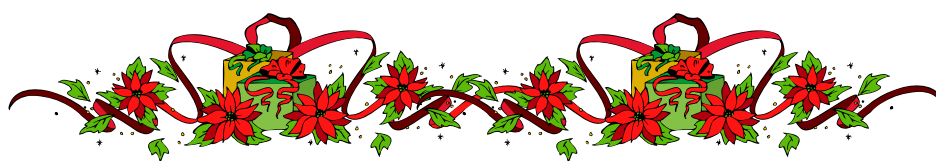
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Ladies Only

Some of you may be aware that aside from owning and operating Vanity Fairways, I also “moonlight” as the President of McLeod Country Golf Club. McLeod is the only golf club in Australia where the ladies are the members and the men are fellows... as opposed to being the members and associates as what is the norm at most clubs.



I was very surprised and delighted to find a Ladies Only Golf Club in Scotland and only about 35 minutes drive from St. Andrews. It's at a little place called Largo and it's the Lundin Ladies Golf Club – I've got a couple of photos to prove it!



Christmas & New Year Trading

Vanity Fairways will be open our usual hours up to and including Monday 24th December (Christmas Eve) and we will re-open on Monday 7th January. If your family and friends are asking you what you want for Christmas – tell them a Vanity Fairways **gift voucher** would be a great idea! May as well start dropping hints before Santa buys you something you don't need or want!

Last Edition For 2007

This will be our last newsletter for 2007... where has the year gone?! Christmas is only 8 weeks away and before we know it it will be 2008 and we start all over again.

I would like to take this opportunity to **thank** all of my clients for supporting Vanity Fairways in our first year. It's been a huge learning curve – getting the styles, colours, sizes and range to suit everyone hasn't always been easy but it's been a lot of fun and I have thoroughly enjoyed the year. I also want to thank Cecily, Di, Helena, Jan, Lynn and Paula – the wonderful ladies that have worked for me in the shop when I have been sponsoring, doing a parade, playing golf or on holidays – without them I would be very much shop-bound and probably around the twist by now!

I look forward to seeing and helping you all again next year... best wishes for a magic Christmas and may 2008 be everything you could wish for.

— Deborah

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