



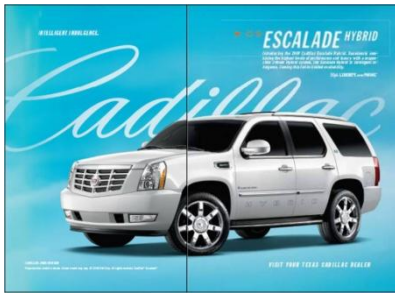
FASHION from the publishers of Texas Monthly Fall 2008 issue



Cadillac-sponsored Shopping Guide, a booklet inserted atop a Cadillac spread in FASHION



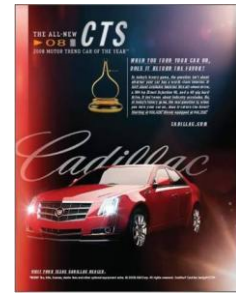
Shopping Guide pages 2 and 3



Shopping Guide pages 4 and 5



Shopping Guide pages 6 and 7



Shopping Guide back cover



FASHION issue launch invitations, Dallas and Houston



Texas Monthly editor Evan Smith, FASHION editor Kristie Ramirez, party guests



Step-and-repeat backdrops lined the red carpet and featured Cadillac's logo



Party guests at step-and-repeat



Cadillac ad looped on flat screens at the party



Cadillac Closet, Dallas, featured clothes and accessories from event co-sponsors



Party guests shopped the Dallas Cadillac Closet



Cadillac Closet, Houston, featuring items from FASHION co-sponsors



Houston partygoers check out the Cadillac Closet



Models and party guests try on jewelry sponsors' designs



Goodie bags given to each guest included a Cadillac brochure and gifts