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OFFICIAL RETAIL
GUIDE

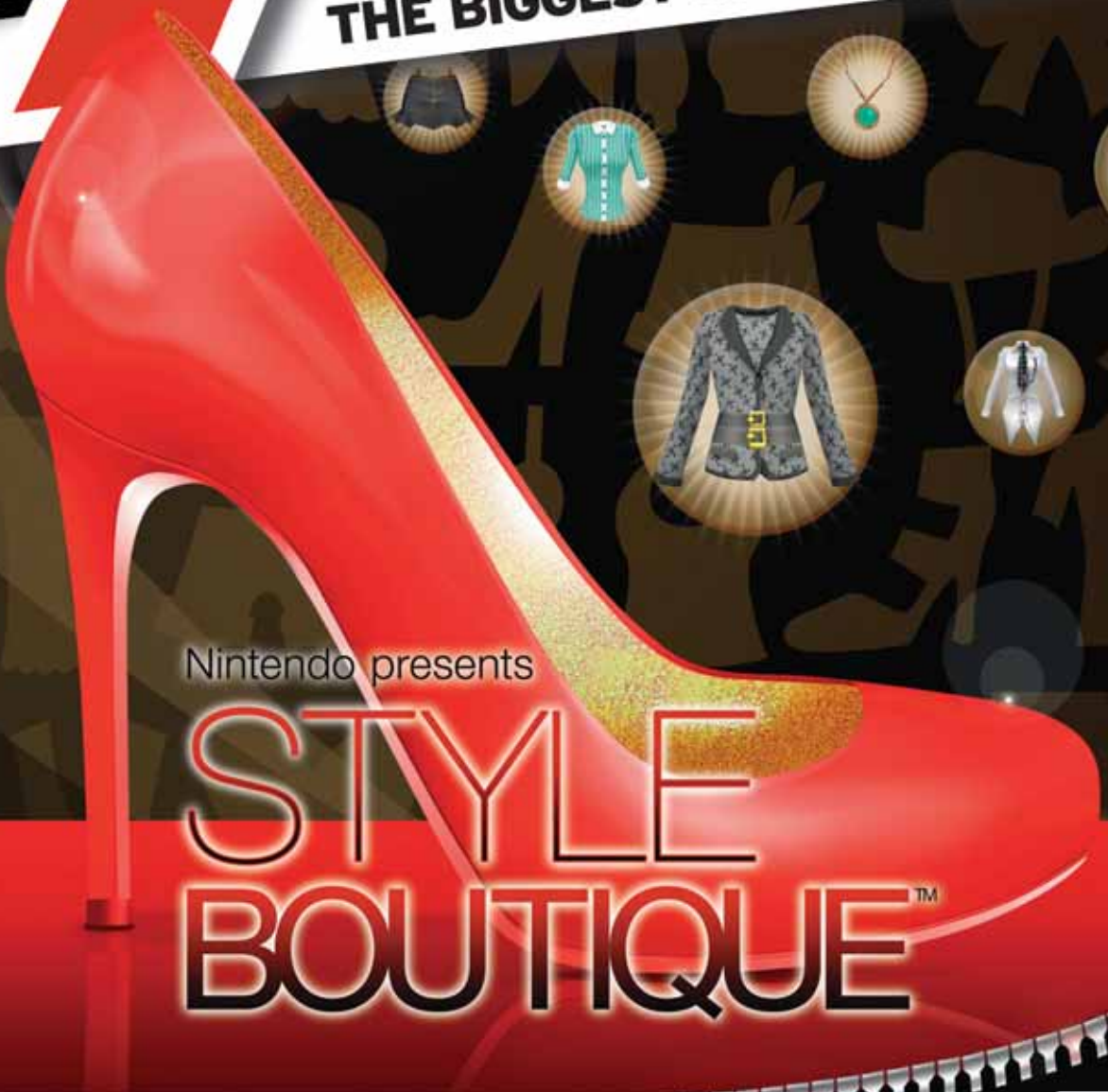
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FIVE COPIES OF
STYLE BOUTIQUE

RECOMMENDED

extra

THE BIGGEST GAMES OF THE YEAR



Nintendo presents

STYLE BOUTIQUE™

Nintendo®

RECOMMENDED extra

▶ RETAIL'S GUIDE

Nintendo presents

STYLE BOUTIQUE™

Nintendo Presents: *Style Boutique* is a new game which challenges players to run their own fashion store.

It combines a love of fashion and creativity with a collection of trendy clothes, shoes and accessories. For girls who love to shop, it's the perfect DS accessory - but it also challenges their sense for business as much as their sense of style.

They must first stock their shop with the very latest designs to try and please a constant stream of demanding and fashion-conscious customers. They'll also need to get a bit Gok Wan, as customers with different needs, tastes and budgets all ask for advice from an expert.

Spread across 16 in-game labels (including some genuine designer names), *Style Boutique* contains 10,000 items to produce endless eye-catching combinations.

As the sales flow and the coffers swell, players can add to their inventory, get ready for seasonal changes and try to stay a step ahead of the trend.

Through a wireless connection, they can have a catwalk competition with three friends to see who's got the best fashion sense. They can also visit each other's stores to see what's hot and pick up tips.

In the *Style Boutique*, there's always something to do:

- **Stock up**
Make sure you've always got the hottest items available.
- **Fashion Advice**
Act as a style guru for individual customers.
- **Runway Shows**
Enter fashion shows to spotlight your style and skills.
- **Advertise**
A slick marketing campaign will bring in the crowds.



Style Boutique is the perfect Q4 product for the legions of tween and teen female DS users

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GAME INFO

STYLE BOUTIQUE

Format: DS

Players: 1-4

Release Date: 23/10

Developer: Nintendo

Three Colours Red (Metallic Blue and Light Blue)

Alongside the launch of Nintendo Presents: Style Boutique on October 23rd, the DSi will be hitting stores in three new shades, Red, Metallic Blue and Light Blue, a colour to match every outfit.



Nintendo's new look

Product manager **Zoe Cooper** explains why *Style Boutique* will be the height of fashion this Christmas...

Can you explain the concept behind *Style Boutique* and why Nintendo has chosen to develop it?

Style Boutique allows you to run your own fashion boutique. Sounds simple on the surface. However, in true Nintendo style we have really brought the experience to life and ensured that you really do take on the role of a boutique manager.

The game requires you to help customers and ultimately sell to them in order to create funds to finance your boutique. With those funds you need to ensure your boutique is fully stocked with all the latest trends for the season, as without these you cannot please your customers.

The next step is ensuring that your boutique is the place to be – so advertising is key. You need to produce flyers for your store and ensure your window displays are eye catching. You will also need to ensure that you take part in fashion shows and really get your styling skills on the radar.

So, rather than just putting clothes onto models and creating outfits – this really is a 360° 'fashion sim'. All your marketing efforts within the game will ensure that people are visiting your boutique and guarantee sales are going through your tills.

It all sounds very serious but if you are female or even male and love shopping, *Style Boutique* allows you to test your fashion skills. You really need to make your boutique work and ensure that your business skills and your customer service skills are both top notch.

Nintendo DS has a huge female user base and most young girls love

fashion, they love styling people and would probably love to spend their days doing it as a career. Now they really can with *Style Boutique*. The development of this game is about giving girls what they want to play on their Nintendo DS, but with the depth and reality that Nintendo always tries to offer in its development process.

Has Nintendo created a product like this before?

No, not exactly like this. We have always created products that appeal to our ever growing female DS owners, such as *Nintendogs*, *Animal Crossing* and *Professor Layton*.

Although this product centres around styling and fashion, it offers an in-depth Nintendo experience, allowing the users to really take control of their own boutique and make it a success. The game picks up on all the key areas that would be required to run a boutique in real life.

Obviously it's aimed very specifically at young girls, so I guess it's taking advantage of the demographic shift generated by the DS itself?

It is important that we offer software that can appeal to our current Nintendo DS user base and this title definitely offers something for our growing number of female users.

Although some people might take one look at this title and dismiss it as being for younger users, the depth of this game and its similarities to real-life roles in fashion should also capture the imaginations of the slightly older female player too. We

really see the core audience being girls aged 6-12 but with vast potential to stretch the appeal to 13 to 16-year-olds. Don't judge a book by its cover!

There are other fashion games out there at the moment. What makes *Style Boutique* stand out?

Style Boutique offers an immersive and hopefully much more true-to-life true to life experience.

At its simplest, you are helping style your customers, but if you want to be successful you need to ensure that you successfully participate in all the day-to-day duties of running your boutique. Hopefully this fashion title will offer users a more mature and fully rounded and realised game play experience, one that's more true to life and has hours of gameplay available to any player.

Is it purely for fun, or is there a bit of an educational element, as in encouraging creativity, learning about fashion and commerce, etc?

Fun is always at the heart of Nintendo games and *Style Boutique* is no exception.

But this game does try to offer a true account of roles in fashion and give young girls a understanding of what's required to be a buyer for a retailer, to manage or run a store, market a boutique, develop good customer service skills and style their customers.

Our partnerships with New Look and London College of Fashion for this launch will hopefully bring these experiences to life, as we search for the UK's best young stylists and give

girls across the UK the chance to style a New Look fashion show and take part in a young creatives course at London College of Fashion. These partners have enabled us to bring the game life to real life and give girls all over the UK a chance to show us their styling skills.

What age range specifically do you think it will appeal to?

Style Boutique will be a key title for any six to 12-year-old female this Christmas, but really it can appeal to anyone who really enjoys fashion, shopping and thinks they are a stylist, so this could pretty much cover all females, between 6-26 years.

How does that affect the nature of your marketing?

At first glance *Style Boutique* could be perceived as a title for young girls due to its graphic style, so we need to educate our older potential audience on the realism and depth that this game has to offer and the ability to really capture the idea of running your own boutique.

We have support from some credible brands in the fashion industry, amongst our older audience, to show them how much fun and excitement the game has to offer. New Look is a respected brand amongst most teen fashionistas in the UK and Europe and its involvement will encourage our target audience to take notice of



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the product over and above similar products in the genre such as with London College of Fashion, the only fashion college in the UK. The marketing is going to give all young girls the chance to take part in aspects of the game, in real life.

Do you think this will mark the start of a *Style Boutique* franchise?

I hope so as I am massive fan and not because I have to be. If this is a new franchise it will be a great one for Nintendo and our female audience, but for now it's just, *Nintendo Presents: Style Boutique*.

Style Boutique offers an immersive and true-to-life experience



MARKETING

TV • ONLINE • POS • SAMPLING

A high profile consumer competition in conjunction with New Look and the London College of Fashion is supported by a stylish above the line campaign...

● TV

A TV campaign will kick off on October 16th for two weeks, showing everyone why *Nintendo Presents: Style Boutique* is the must-have game of the year and informing everyone about the search for the UK's best young stylist. The TV campaign will be dual phased, and will have multiple copy that will be used to show the depth of content: running a boutique, helping customers, styling fashion shows, buying merchandise by season and much more. Phase two of the TV campaign will start from November 2nd, giving everyone an insight in to the key features of *Nintendo Presents: Style Boutique* and reminding everyone that they still have the chance to enter the competition by visiting www.youngstylist.co.uk.

● ONLINE

The online campaign kicked off the above the line activity and the search for the UK's Best Young Stylists on September 28th, with the full microsite going live, supported by a four-week online display campaign. The display advertising will directly target the key *Style Boutique* target audience of 6-16

year-old girls. Display advertising will feature on Disney, Sugarscape, MSN messenger and many more female focused websites. The display advertising will announce the search for the UK's best young stylists and tell everyone about the forthcoming release. After a one-week break a second phase online campaign will kick off in November.

● POS

All activity will be supported instore, from October 16th. All POS will also promote the New Look and London College of Fashion partnership, and ensure everyone knows how to enter the search for the UK's Best young stylist. POS will feature the iconic *Style Boutique* shoe and will add a touch of style to gaming retailers throughout the UK and Ireland.

● SAMPLING

Nintendo Presents: Style Boutique will be available to sample at a limited number of New Look stores throughout the UK, over the launch week, and the event weekend. *Style Boutique* will also be part of the Nintendo peak season sampling tour.



COMPETITION COMPETITION COMPETITION

For all you fashionistas out there, here's the chance to win five copies of *Style Boutique*. To put your extremely trendy hat in the ring, simply answer the following question:

With which High Street clothes shop has Nintendo teamed up for a big *Style Boutique* competition?

A) New Wave B) New Shoes C) New Look

Send your answer to styleboutique@intentmedia.co.uk



TO THE BIGGEST GAMES OF THE
COMPETITION COMPETITION COMPETITION

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THE SEARCH FOR THE UK'S YOUNG STYLIST

To celebrate the launch of *Style Boutique*, Nintendo is launching The Search for the UK's Best Young Stylists in association with New Look.

Entrants will be able to display their fashion skills and style at www.youngstylist.co.uk. Entries will be judged by a panel of experts from Nintendo, New Look and London College of Fashion. There will be a winner in two categories, 9 to 15 and 16 to 21. Both get an incredible prize consisting of:

- Styling their own New Look fashion show at the Trafford Centre on Saturday November 28th.
- A place on a Young Creatives Course at the London College of Fashion.
- Exclusive 'money-can't-buy' tickets to the London College of Fashion Show.
- A shopping spree with New Look.
- Brand new red Nintendo DSi and a copy of *Style Boutique*.

New Look's group design director Barbara Horspool commented: "New Look is thrilled to be partnering with Nintendo DS on this innovative and creative new styling game."

Wendy Malem, dean of enterprise and international at the London College of Fashion, added: "London College of Fashion is redefining what fashion is through its offer of courses and its collaborations with global industries. Style Boutique brings all the excitement of fashion together into one handset. We look forward to introducing the competition winners to the excitement of LCF."

the Nintendo

Get to grips with all the latest N
throughout the UK and Ireland



ndo® house

Nintendo releases this Christmas
and at the Nintendo House...



DATES

Metro Centre, Gateshead
22nd - 25th October

Westfield, London
30th - 1st October
& 16th - 24th December

High Cross, Leicester
11th - 15th November

The Centre, Milton Keynes
25th - 29th November

Meadowhall, Sheffield
22nd - 25th October

West Quay, Southampton
5th - 8th November

Bullring, Birmingham
19th - 23rd November

Trafford Centre, Manchester
2nd - 6th December

Lakeside, Essex
9th - 14th December

Cabot Circus, Bristol
10th - 13th December

St Davids One, Cardiff
26th - 29th November

Victoria Square, Belfast
10th - 13th December

Pavillions, Dublin
17th - 21st December