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## Uniqlo Style: What to wear to Best Fest 2015

Presented by UNIQLO





From restaurants to retail, weddings to workouts, *Boston* magazine's elite have been chosen. And for the first time, you can mix and mingle with this crème de la crème with your very own all-access pass to the celebration. Welcome to the Best Fest.

Held on July 21 at City Hall Plaza, the Best of Boston comes together for a night of live music by Tuxedo and The Marsels, all-you-can-eat food from Best of winning restaurants, giveaways, and cocktails galore. This is a party to remember – the ultimate celebration of the best the city has to offer.

Celebrate with your most fabulous nod to summer style. With bricks and cobblestones, leave your high heels at home and rock this star-studded night in casual style. Uniqlo shows you how.

## **For Him**

### **The 9-to-5er**

Going from the boardroom to Boston's Best never looked so good. The Easy Care Slim Fit Oxford Long Sleeve Shirt offers a classic wrinkle-resistant style that goes from day meetings to evening meet ups. When you wear this shirt with Uniqlo's Vintage regular fit Chino Flat Front pants, the pants' crisp twill and timeless details set the stage for strolling the crowds.

### **Preppy Casual**

If your on-the-town look translates to clean-cut and polished, the 100 percent cotton Oxford Slim Fit Long Sleeve Shirt is your go-to. The classic button-down collar looks great with or without a tie, while the slim fit streamlines the torso and makes a sharp impression. From pink to dark navy, light blue to red, you'll stand out in a crowd especially when you pair it with Uniqlo's Chino Shorts, the ultimate summer staple. These 100 percent cotton preppy shorts come in a variety of colors (think green, pink, orange) or go for the neutrals in black, white, olive or beige. Throw on a pair of loafers, and you're ready.

### **Summer Fun**

A casual night was made for jeans and a T-shirt, and Uniqlo has exactly what you're looking for with its Stretch Slim Fit Straight Selvedge Jeans. These classic straight-cuts were created using antique looms. Just roll the cuffs to show off the signature "red ear" accents. Each pair is unique, with a

natural fading for a perfectly worn-in look. Top it off with an AIRism Crew Neck T-Shirt, a thin and breathable fitted tee you could consider an essential wear-anywhere basic. No matter how long you plan to party, the odor-neutralizing material gets you through the night.

## **For Her**

### **On-Trend Fashion**

Channel all that denim on S/S15 runways with Uniqlo's Long Sleeve Denim Shirt. With its rugged, casual feel and slightly longer hem, it's super easy to pair with leggings or a skirt. Knot it at the waist and wear over a floral maxi to give it an extra feminine vibe, or pair it with leggings pants and a pair of strappy gladiator sandals for summer's easy breezy style.

### **Straight from Work**

Summer nights in Boston can translate to steamy temperatures. Be ready for when the festivities heat up with the light, airy Rayon Sleeveless Blouse. The soft textured rayon keeps you cool. Pair the feminine sleeveless design with a cardigan (to fight the office A/C) and a pair of cropped and effortless Ankle Length Pants for a sharp style that transitions from your best work day to the Best Fest in Boston. An elastic waist is great for moving and shaking to all that amazing local music.

### **Clever Casual**

When *mixed* with a pair of wedge sandals, Uniqlo's slender women's Jogger Pants hit all the right notes for the dressy casual set. They're completely feminine and on-trend, and the elastic waistband creates a gentle, snug fit for comfortable movement. Add on a colorful sleeveless AIRism Cami, the ultimate in stay-dry comfort, and you've achieved the best in casual style. Made from ultra-fine fibers, this tank is uber-smooth and light and comes in a rainbow of shades (think red, light orange and sea green) for a hot pop of color. You're one statement necklace away from perfection.

Tickets won't be sold at the door, so to attend the Best Fest for Boston magazine's Best of winners, please purchase your tickets [here](#). Bonus warm and fuzzy: a portion of your ticket prices goes to Family Reach, a lifeline for families with cancer.

Get ready to look your best for the Best, with the help of Uniqlo.

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