

Kate Birchler of Scottsdale Fashion Square - So Gifted

Written by Interview by Hayley Mitchell / Photographed by Cassandra Tomei
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If you've decided who's been naughty and who's been nice, it's time to get shopping. We speak with Kate Birchler, senior marketing manager for Scottsdale Fashion Square, about the mall's new wing and what she recommends for everyone on your gift list this season.



AFM: When is a good time to visit the mall to avoid holiday crowds?

KB: Shopping with the holiday crowd is an added bonus! The hustle and bustle, countless bags and the faint hum of holiday carols adds to the thrill of holiday shopping. But not everyone is a fan of crowds, so definitely plan on getting to your favorite store as soon as the center opens, which is 10 a.m. A little secret for those shoppers on a mission: Check our Web site, Westcor.com, to find out where you need to park to get you closest to the store you want to visit.

AFM: Are there any services that can help make my shopping trip most efficient?

KB: Along with extended holiday hours, we offer gift cards available by drive-through, valet service, courtesy shuttle, courtesy escorts to help carry those extra heavy bags, and a very insightful Web site. But the No. 1 convenience Scottsdale Fashion Square offers is Peter Hardin, Scottsdale's favorite concierge. Peter can help you find the perfect gift for everyone on your list and does it with a smile. Just ask for Peter at the concierge desk.

AFM: Any holiday events or sales at the mall I should know about?

KB: Simply visit Westcor.com or follow us on [Twitter](https://twitter.com) and [Facebook](https://www.facebook.com) for up-to-the-minute details on in-store and special events. Don't forget to stop by Barneys New York to see the holiday window masterpiece by Simon Doonan, creative mastermind of Barneys, designed for their first holiday season in Scottsdale.

AFM: Is there a gift wrapping station in the mall?

KB: Almost all of our department stores offer gift wrap as part of their customer service.

AFM: What will you be buying for the man on your list this year?

KB: My husband and I are newlyweds, and we have been decorating our new home. He loves to cook, so I'm thinking new kitchen gadgets from Crate & Barrel.

AFM: What about for mom?

KB: My mom is a total fashionista and we're in love with patterned tights and statement necklaces. Banana Republic, BCBG Max Azria and For Love 21 will be frequently visited.

AFM: I need a gift for \$10 for an office Secret Santa. Any suggestions?

KB: Sephora is one of the favorites for an inexpensive yet personal gift. The items near the cash wrap fall perfectly into this price range.

AFM: I have no idea what to buy my 3-year-old niece, since I know nothing about kids. Ideas?

KB: Little ones are so much fun to shop for: Janie and Jack, Caribbean Kids and Pottery Barn Kids all offer great ideas for fashion or toys.

AFM: If I were to tell your husband where to find something for you, which stores should I lead him to?

KB: Oooh, I love to give gifts more than receive them, but I do wish for one of the new Tiffany & Co. Keys Collection necklaces.

AFM: Any one item you really want this year?

KB: For time to stand still so everyone can enjoy time with family and friends. It's been a really long year. I hope people celebrate each other more than ever, and the holiday season is the perfect time to do just that: Remembering what is most important in this world...and that Tiffany & Co. Keys Collection necklace.