

Radio Copy

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1. COFFEE WITH EX – QICR001

SFX: Ambient change room noises

FVO: Today at Eastland, Lucy's trying on jeans for a momentous occasion: coffee with the ex. She needs jeans she can move in, because she's definitely moved on. Jeans that get a second look, but don't give any second chances. Jeans that say, 'Why yes, I have spent the last eight months in a post break-up, juice cleansing, kick-boxing, personal training frenzy. And it looks as though she's just found the perfect pair. Bravo Lucy. For all of life's little moments, there's Eastland. Eastland – live real.

2. INVITE ONLY – QICR002

MUSIC: Classical, wedding-style music.

FVO: As Sarah opened her best friend Jackie's wedding invitation, she was overcome with a wave of emotion. While her two young boys wrestled on the floor, tears of happiness rolled down Sarah's cheeks as she saw the words she'd been longing to see..

The music builds to a crescendo before abruptly stopping.

FVO:'Please note this wedding will be a child-free event'.

Well Sarah, looks we're off to Eastland for a new frock and some heels. And let's book in that babysitter. For all of life's little moments, there's Eastland. Eastland – live real.

3. STILL GOT IT – QICR003

SFX: Ambient outside sounds: Light traffic, birds chirping etc.

FVO: At 39, Kate was an accomplished woman who always felt comfortable in her own skin. But when her son's prep teacher complimented her on her white ankle boots and camel coat from Eastland, she was filled with a sense of new-found style confidence. 'I've still got it', she thought to herself (*yelling*) '**I'VE STILL GOT IT!!!!**' Well of course you do Kate, no need to yell about it. For all of life's little moments, there's Eastland. Eastland – live real.