

Hey everyone!

Can you believe it's November already?! Here at Mocks HQ we're getting pumped for a Summer of sun, sand and glowing tans. And while you can't share in our glorious weather (sorry guys) at least you can share in all the Mocks news, goss, competitions and excitement. So let's get into it...

SUGAR high

Mocks has teamed with **Sugar Magazine**, the UK's best selling teen magazine, for some massive promotions, competitions and giveaways. Free with the January 2009 issue of Sugar, Mocks is giving away a HUGE 100,000 Mocks! It's on sale from 26th November so make sure you get your hands on one ... or two, or three! Plus, Sugar is challenging its readers to show off their skills in the Design A Mock Competition. So if you've ever considered yourself an artistic and creative type, dreamt of a future in fashion design, or just think you know what cool is all about, this could be your big chance.



Sugar January 2009 issue on sale 26th November – don't miss out!

The story behind the mocks brand

If you've ever wondered how these awesome Mocks came to be, where on earth the inspiration came from, or how you could turn your own ideas into your very own business, you've got to read this. Lara Soloman, director of Mocks, has chronicled it all in her new book, **Brand New Day – the highs and lows of starting a small business**. It is a humorous, diary style account of the trials and tribulations of building a business, including what went well and what didn't go so well, what she achieved and what she really messed up. Described as "Bridget Jones meets Richard Branson" (Kirsty Dunphey), this is a must read for any aspiring young entrepreneur or fan of Mocks, the original mobile phone sock.



Check it out at www.brandnewday.com.au and get your copy today at www.Mockstore.com.

COMPETITION: Mocker of the Month



MOCKER OF THE MONTH!!!

name: Ellen

age: 18

my fav mock is... Hot Pink Fuzz! It is seriously bright and funky – it really gets me in the mood to hear some pumpin' beats and dance the night away.

NOVEMBER e-NEWSLETTER

Wanna be the next Mocker of the Month? For your chance to be featured in the next Mock E-Newsletter just [tell us what your favourite Mock is and why](#). Not only will you gain the prestigious title of Mocker of the Month, you'll score some Mock-tastic prizes. Don't forget to include a stunning snapshot of yourself, plus your age and address so we can send you out some fab goodies.

myspace/bebo/Facebook – Check it out

Every week in the lead up to Christmas, we're offering all our friends on Myspace, Bebo and Facebook special, exclusive offers! Discounts, freebies and goodies galore. Just make sure you add us to take advantage of these special offers. We'll also keep you up to date on what's going down in Mocks HQ and send you bulletins about new promotions and products. So come be our friend – just click on the links below:

[Bebo](#)

[Facebook](#)

[Myspace](#)

make your laptop even cooler

If you're tired of boring, bulky and expensive laptop cases, you're gonna love what we've got coming! Mocks are planning to release a funky range of Laptop Mocks that will keep your lappy safe and happy while looking awesomely cool. Just like you, your laptop will stand out from the pack in Laptop Mock! Like the idea? Hate the idea? Let us know and you could **WIN A DVD AND MOCKS PRIZE PACK**. So what are you waiting for?

[Click here to take the survey](#)

QUIZ: What does your weekend say about you?

While you may spend your weekdays stuck in the classroom or boardroom, come Friday afternoon it's time to break out of the everyday and be yourself...minus the stuffy uniform and 9 to 5 routine. The weekend is when true personalities come out, so take this quiz to find out what your weekend activities really say about you:

1. Your favourite thing about the weekend is that:

- a) You can relax, unwind and do absolutely nothing if that's what you feel like!
- b) You get to escape the stuffy indoors and trade in the fluorescent lighting for some sunshine!
- c) The clubs are open late and there's partying to be done.
- d) You have no work to do and a party on Saturday night...which means an all-day shopping mission to find the perfect outfit, and maybe a few more bags full of bargains that you just couldn't resist!

2. You can't wait to get rid of the uniform and wear what you love. What's your ideal weekend outfit?

- a) Your ultra-comfy pj's, bed hair and slippers...homebody chic.
- b) Board shorts and bare feet, or a floaty Summer frock. You like to pretend it's warm and the sun is shining brightly even if there's been nothing but clouds and rain for weeks.
- c) You love your fluoro brights for nighttime glam that's sure to get heads turning
- d) An immaculately styled outfit, incorporating all the latest trends of course.

NOVEMBER e-NEWSLETTER

3. It's Saturday night. You're most likely to be found:

- a) Snuggled on the couch watching DVDs and Hollyoaks reruns.
- b) Heading home from the beach to wash the sand out of your hair, throwing on some clothes and heading out for a chillaxed night.
- c) On the dance floor 'til 2am, losing yourself in the beat and showing off your moves.
- d) Putting on an impromptu fashion parade for your friends, showcasing your latest purchases and worrying about your next credit card bill.

4. You've escaped the 9 to 5 grind for the weekend so your alarm clock is:

- a) Non-existent! The weekend means you can catch up on some zzzz's, stay in bed until afternoon and spend all day in your pj's.
- b) Unnecessary. You wake up bright and early, keen to hit the beach and soak up some sun (even if it is just wishful thinking).
- c) Smashed and hit and knocked onto the floor. You can't believe it's already going off when you've only had 2 hours sleep after a big night out.
- d) Set for 7.30am. You want to beat the crowds and get to the sales before that gorgeous dress in your size is snapped up.

Results...



Mostly a's – You work hard all week and relax all weekend. There's nothing you love better than lazing around, getting cosy and comfortable and having a bit of downtime. Why don't you snuggle up with a furry, fluffy **Teddy Mock**?

Mostly b's – If only it could be Summer all year long. You dream of tropical escapes, Brazilian bikinis and cocktails (or Mocktails!) at sunset. Relive those sunny days and balmy nights with the **Aloha Mock** on your mobile.



Mostly c's – You're a pure party animal and live for weekends. You like your music loud, the lights dimmed and the nights long. Get into the party vibe with the funky retro-look **Hot Pink Fuzz** or **Bumble Bee Teddy**.

Mostly d's – Well, well, someone is a pure fashionista! You've got style, you've got class and you love nothing more than a day (or entire weekend) of hitting the shops, trawling for bargains, checking out the sales and shopping 'til you drop. Be the style-queen you are with the **Black Diamond Swirl** or **Leopard Mock** – classics.



BYE BYE FOR NOW

That's all the news and goss for now so have another fantastic month. Be sure to check out www.MyMocks.com for new products and promotions throughout the month

Tyha *xox*

Don't forget to email me with any ideas, questions or comments. I'd love to hear from you!
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