



March 17, 2004

Milla by Mail invites you to participate in our upcoming event, The Fashion Trunk Show.

Milla by Mail is hosting this event in order to bring together the best of what's available in fashion directly to consumers while fostering economic growth within the arts and providing a marketplace that promotes fashion businesses.

Imagine a marketplace with great designers showcasing their latest fashions and hundreds of attendees vying to make purchases. This event is an ideal way for companies and creative people to showcase merchandise to a target market of women aged 21 to 40 amidst a fun and comfortable environment.

The Fashion Trunk show event will be held on Saturday May 8, 2004 from 11am to 6pm at The Institute of Contemporary Art located in the University City section of Philadelphia.

I hope you will accept this personal invitation for you to participate in the event. Please call us at (215) 895.0324 if you have any questions.

Sincerely,

Jamila Payne
Director
Milla by Mail

Bridget Pizzo
Merchandise Manager
Milla by Mail

The Fashion
TRUNK SHOW



The Fashion TRUNK SHOW

What is The Fashion Trunk Show?

Fashion Trunk Show is the consumers' dream. Imagine a marketplace with great designers showcasing their latest fashions and hundreds of attendees vying to make purchases; Well, The Fashion Trunk show is that place. This event is an ideal way for companies and creative people to showcase merchandise to a target market of women aged 21 to 40 amidst a fun and comfortable environment.

The Fashion Trunk show event will be held on Saturday May 8, 2004 from 11am to 6pm at The Institute of Contemporary Art (ICA) , located in the University City section of Philadelphia. University City also serves as the campus to colleges such as The University of Pennsylvania and Drexel University. Temple University, Villanova University, and St. Joseph's University are also located less than 10 miles from the ICA, amounting to over 40,000 students in the general vicinity. Philadelphia also has a plethora of young professionals, making The Fashion Trunk Show a perfect venue for companies to reach target audiences.

Why should you participate in The Fashion Trunk Show (Benefits)?

The Fashion Trunk Show is a low cost marketing medium for your business. Whether you're an up-and-coming designer trying to spread the word about your products, an established designer or company who is looking for new customers, or a boutique trying to liquidate merchandise; there is no better opportunity available in the tri-state area that presents such a low cost method for generating business.

- ★ Drive new business to your store or website
- ★ Showcase your spring / summer collection
- ★ Sell your samples or overstocked inventory
- ★ Introduce & market your label or brand to new customers
- ★ Online exposure of your brand to over 100,000 stylish women world wide

Vendor packages:

Trendsetter \$200

- ★5X7 space
- ★Table (1) chair
- ★(2)event passes
- ★opportunity to submit door prize
- ★complimentary cocktails

Shopaholic \$275

- ★5X7 space
- ★Table (1) chair
- ★(4) event passes
- ★opportunity to submit door prize
- ★complimentary cocktails
- ★prime space placement
- ★product placement in gift bags
- ★company logo listed on website

The Fashion TRUNK SHOW

Company Name: _____

Contact Name: _____ Contact Phone: _____

Mailing Address: _____

Fax #: _____ Email Address: _____ Website: _____

Which package are you choosing? Please check one.

- Trendsetter Shopaholic
 Check here if you will be submitting a door prize
 Check here if you are from NY and are interested in bus transportation
 Check here if you have a credit card machine and would like the ability to process credit cards

Do you require any special needs to process cards (electric socket, phone jack etc?) If so please list.

Please give a brief description of the merchandise that you will be selling at The Fashion Trunk Show:

We ask that all participants have some merchandise that is marked down 20%-50%. Price Point of merchandise:

Average Fashion Trunk Show Price: _____ Average Retail Price: _____

Please attach a brief company history or designer bio to your application. If you are an independent designer please submit 2-4 photos that represent the items that you will be selling at The Fashion Trunk Show. Send photos to: contactus@millabymail.com or mail to: Milla by Mail, Fashion Trunk Show 3225 Arch Street Ground floor Philadelphia, PA 19104.

I _____, hereby release my company history and/or designer bio for The Fashion Trunk Show's purposes, this includes use in any press releases, advertising or other promotional effort as may be conducted by The Fashion Trunk Show or agent, representative, employee or consultant of The Fashion Trunk Show and I understand that such information may be used in publications to promote my products or services.

If you agree to all the terms and conditions please submit the registration fee of \$25 along with your completed application by fax (215.895.0310) or mail (Milla by Mail, Fashion Trunk Show 3225 Arch Street Ground floor Philadelphia, PA 19104) Payments are accepted in the form of money order or credit card. Early deadline is Monday, April 12, 2004. All applications received after that day will be subject to a \$40 application fee. Please note that cancellations will result in a 50% cancellation fee.

To pay by Credit Card (Please print legibly):

Name on the card _____ application fee \$ _____

Billing address _____ vendor package \$ _____

Type of Card Visa Mastercard Total \$ _____

Card Number _____ - _____ - _____ - _____ Security Code _____ Exp. Date _____

Signature _____

Print Name _____

Date _____