

To: All Retailers
From: Danielle Love, Marketing Coordinator, Fashion Outlets of Chicago
Date: January 10, 2018
Re: Lunar New Year Participation Opportunity



We invite you to join us in celebrating THE YEAR OF THE DOG!

LUNAR NEW YEAR

Lunar New Year – or Spring Festival, as it's been called since the 20th century – remains the most important social and economic holiday in China. For China and other Asian countries, the holiday has evolved to become a chance for relaxation and long-haul travel.

Fashion Outlets of Chicago is ringing in the Year of the Dog with special Lunar New Year events, exclusive retailer offers, and complimentary services, starting February 16 and continuing through March 4, 2018.

Shoppers are invited to visit Concierge Services to receive a Lunar New Year red envelope featuring the following special offers and complimentary services:

- Commemorative Year of the Dog digital Savings Pass (worth up to \$800 in additional savings from participating stores)
- Coupons for exclusive Lunar New Year retailer offers and incentives
- List of exclusive Lunar New Year retailer offers and incentives (from stores unable to supply coupons)
- Coupon for complimentary luggage and shopping bag hold at Concierge Services



2018 Year of the Dog Creative



Lunar New Year Red Envelope

WINDOW DISPLAY COMPETITION: Similar to last year, Fashion Outlets of Chicago will implement a window display competition. The top three stores with the best Lunar New Year window displays will win the following (terms and conditions will apply, more details will be sent to those participating):

- FIRST PRIZE: Team meal/celebration up to \$200
- SECOND PRIZE: Team meal/celebration up to \$150
- THIRD PRIZE: Team meal/celebration up to \$100

On Sunday, February 18, starting at 1:00pm in the Food Court, shoppers can enjoy Chinese cultural games and activities along with a special performance presented by Huaxing Arts Group based out of Naperville, featuring traditional Chinese dances, Chinese music, and Kung Fu presentations.

If your store will provide a special offer and/or feature a special storefront display from February 16 – March 4 for Lunar New Year, please complete the attached participation form and return to the Management Office no later than Friday, February 2. Forms may also be emailed to OutletOffers@macerich.com.

If you have any questions, please don't hesitate to reach out.

Sincerely,

Danielle Love, Marketing Coordinator
Fashion Outlets of Chicago
PH: (847) 928-7516
Email: Danielle.Love@macerich.com



FASHION OUTLETS
CHICAGO
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2018 Lunar New Year Event Participation Form

Store Name _____

Phone # _____

Contact Name _____

Email _____

☐ **Yes, I would like to participate in the 2018 Lunar New Year event by providing 4,000 coupons featuring an exclusive offer or discount.**

Description of coupon: _____

☐ **Yes, I would like to participate in the 2018 Lunar New Year event by providing an exclusive offer or discount. I am unable to provide coupons and would like our offer/incentive included on the Lunar New Year envelope offer sheet.**

Description of offer(s)/discount(s): _____

☐ **Yes, our storefront will feature a special display for Lunar New Year.**

☐ No, I am not interested in participating.

Please return completed forms no later than Friday, February 2, to: OutletOffers@macerich.com, fax to: 847-233-0862 or deliver to the Management Office. Coupons must be delivered to the Management Office no later than Friday, February 9, to:

Fashion Outlets of Chicago
Attn: Danielle Love
5220 Fashion Outlets Way, Suite 230
Rosemont, IL 60018