

 **in fashion:**
The Magnificent Mile Shopping Festival™

PRESENTED BY  MasterCard

America's First Shopping Festival

Coming to One of the Great Avenues of the World

North Michigan Avenue Chicago



Aerial view of Michigan Avenue and Lake Michigan

In-Fashion: The Magnificent Mile Shopping Festival presented by MasterCard

As the first shopping festival of its kind in the nation, In-Fashion: The Magnificent Mile Shopping Festival invites consumers to come shop, dine, explore and stay for a schedule of special events and promotions August 26 through September 8, 2011. In Fashion: The Magnificent Mile Shopping Festival™ reinforces The Magnificent Mile's reputation as a shopping mecca with large-scale celebrations and district-wide, in-store promotions. Cutting across the primary categories of fashion and beauty, lifestyle, culinary, technology and culture, In-Fashion: The Magnificent Mile Shopping Festival will create excitement and motivate visitors as it brings together a roster of "too good to resist" incentives and experiences.



Sponsors



Mercedes-Benz





Major Outdoor Events

Friday, August 26

Morning media kick-off event in Pioneer Court – *Pretty on the Plaza with Ulta* and a *Tour of Trends with Carson Kressley* – promoted by sweepstakes on 101.9 fm THE MIX; models and vignettes representing the offerings of The Magnificent Mile area. A tentative outdoor concert in Pioneer Court in the afternoon is also being explored.

Friday, September 2 – Monday, September 5

(Labor Day) — Outdoor concert in the John Hancock Plaza in addition to cooking demos in major retail locations including Bloomingdale’s, Crate & Barrel and more

Thursday, September 8

Fashion theme; evening coincides with New York and Chicago versions of “Fashion’s Night Out”



Celebrity Involvement



Carson Kressley

Renowned stylist and television star, Carson Kressley, signs on to kick off nation's first shopping festival

On the morning of Friday, August 26, nationally recognized stylist and television host, Carson Kressley, will kick off In Fashion: The Magnificent Mile Shopping Festival with an exciting interactive media event on The Magnificent Mile. Kressley's current projects include hosting the new make-over show Carson-Nation and co-hosting Your OWN Show: Oprah's Search for the Next TV Star for Oprah Winfrey's new OWN Network.



Member Generated Programming

Complementing the major outdoor events, numerous events will happen inside Magnificent Mile member businesses.

Retail

Celebrity appearances, cooking demonstrations, seminars, fashion shows, styling events

Dining and Nightlife

Culinary demos in-restaurant and in-store, special menus

Culture, Entertainment and Spa

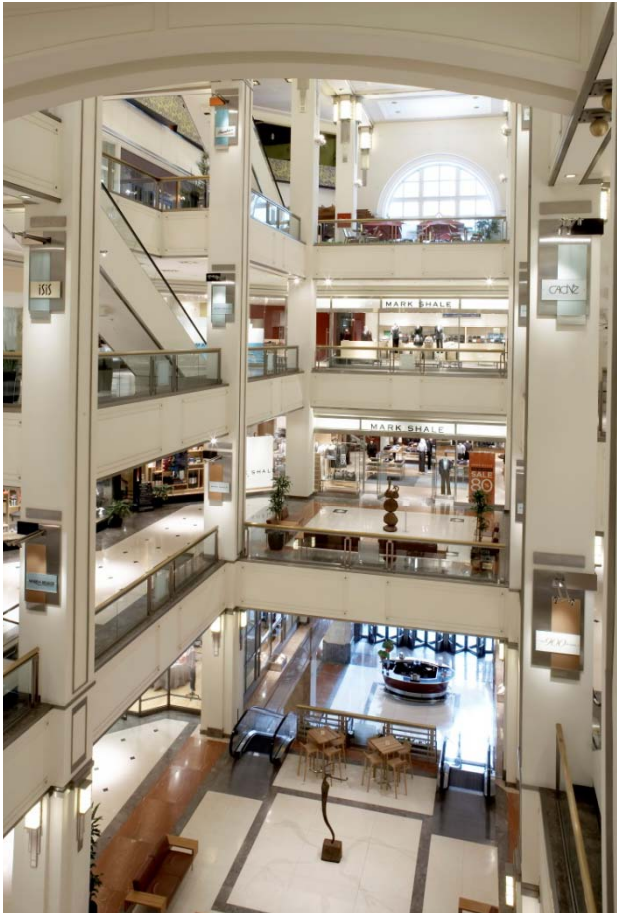
Exhibitions, tours, spa treatments

Hotel

Hotel shopping packages

Raffle Program

A raffle ticket will be issued for every \$100 receipt redeemed for a chance to win one of two spectacular prizes – a five night stay in the Presidential Suite at the Fairmont Hotel Chicago or 52 weeks of dining at participating restaurants.



Interior of 900 North Michigan Shops – 50+ retail offerings including Bloomingdale's



Participating Retailers



Exterior of 900 North Michigan Shops, one of three vertical shopping centers

Participating Retailers (to date)

900 North Michigan Shops

Accent Chicago

Adele Dallas Orr

Altman's Shoes

American Girl Place

Best Buy

Bloomingdale's

Brooks Brothers

Candyality

CHIAROSCURO

Columbia Sportswear

Crate & Barrel

David Yurman

Disney Store

Fogal

Garmin

~H2O+

Jack Spade

Lester Lampert

Louis Vuitton

Macy's

Mary Mary

Nakamol

Neiman Marcus

Nordstrom

Paul Stuart

Ralph Lauren

Saks Fifth Avenue

The Shops at North Bridge

Tiffany & Co

Water Tower Place



Participating Restaurants

Participating Restaurants (to date)

Aja	American Girl Place Cafe
Aria	Big Bowl
Cafe des Architectes	Cafe Spiaggia
Capital Grille	China Grill
C-House	David Burke's Primehouse
DECA Restaurant + Bar	Fleming's Prime Steakhouse
Francesca's on Chestnut	The Gage
Gene & Georgetti	Gibson's Bar & Steakhouse
Harry Caray's Italian Steakhouse	Hugo's Frog Bar & Fish House
Joe's Seafood, Prime Steak & Stone Crab	Lawry's The Prime Rib
Le Colonial	Les Nomades
Lux Bar	MARKETHOUSE
Michael Jordan's Steak House (505 N. Michigan Avenue)	Morton's The Steakhouse
Mity Nice Grill	New Levy Restaurant by Chef Dominique Tougne (110 E. Pearson Street)
NoMi Kitchen	Odyssey
Osteria Via Stato	Phil Stefani's 437 Rush
Quartino	Rhapsody
Ria	Riva
Rosebud	RL Restaurant
Sable	Scoozi
Season's Restaurant	Shanghai Terrace
Shaw's Crab House	The Signature Room at the 95th
Sixteen	Sunda New Asian



Participating Restaurants



Participating Restaurants (continued)

Tavern on Rush
Terzo Piano
Texas de Brazil
Tru
Walnut Room
Weber Grill
Wildfire
ZED451



Participating Hotels



Participating Hotels (to date)

Affinia Chicago
The Allerton Hotel Chicago
Chicago Comfort Inn & Suites
Chicago's Essex Inn
Conrad Chicago
Courtyard Chicago Downtown/Magnificent Mile
Doubletree by Hilton Hotel
The Drake Hotel
Fairmont Chicago, Millennium Park
Four Seasons
Hilton Suites Chicago
Hotel 71
Hyatt Indigo Chicago Downtown Gold Coast
Hyatt Regency Chicago
InterContinental Chicago
The James Hotel
Millennium Knickerbocker Hotel
Monaco Chicago, A Kimpton Hotel
Omni Chicago Hotel
Park Hyatt Chicago
The Peninsula Chicago
Trump International Hotel and Tower
The Westin Michigan Avenue



Participating Culture & Entertainment



Participating Culture & Entertainment (to date)

The Art Institute of Chicago
Broadway In Chicago
Chicago Chocolate Tours
Chicago Trolley and Double Decker
John Hancock Observatory
Hot Tix
The Second City



Marketing/Communications and Media Strategies



City Information Panels on North Michigan Avenue

Radio, print and on-line local and regional advertising programs, including Chicago Magazine, 101.9fm THEMIX , newspaper inserts and via city, retail, hotel and other member partners.

Targeted outreach to international travelers via luxury travel agents and tour operators at key travel trade shows and targeted sales missions.

Outdoor (visible by 50,000 pedestrians and 43,700 vehicles daily)
North Michigan Avenue street pole banners
North Michigan Avenue city information panels (six foot tall advertising panels along Michigan Avenue)

Event brochure

Significant public relations campaign

Branded Eblasts to consumers, concierge, retail and GNMAA members (12,000+)

Website (www.themagnificentmile.com with approximately 520,000 unique users annually) and Social Media (Facebook, Twitter, foursquare with more than 13,000 followers).



Marketing/Communications and Media Strategies



Chicago Magazine insertions

Three (3) full-page ads promoting the event in the August issue(spread), and September 2011 issues (Value \$55,221)

One (1) full-page event recap in the November 2011 issue (Value: \$18,407)

Two (2) full-page ad s promoting the festival in the July/August 2011 issue (spread) of Chicago Home +Garden (Value: \$6220)

Two (2) full-page ads promoting the festival in Naperville magazine's August and September 2011 issues (Value: \$6,000)

Three (3) mentions on Chicago magazine's social media outlets (Facebook and Twitter) promoting the event (Value: \$2,000)

Three (3) VIP email blasts promoting the event to over 20,000 opt-in subscribers (Value: \$4,500)

Two (2) Sales Check e-newsletter banner advertisement prior to event to over 10,000 opt-in subscribers (Value: \$1,200)

600,000 ROS tiles, banners, cubes and skyscrapers on chicagomag.com in the months of July and August (Value: \$7800)

Online Cube advertisement on Chicagomag.com's Shopping database, running July through September 8, 2011 (Value: \$2,500)

Inclusion in one (1) Naperville magazine newsletter (Value: \$500)

One :30 television spot to appear on two Sundays (August 14th, 21st---or sub in the 28th) prior to the kick off of the week, which will also run on CLTV 40x plus within that two weeks (Value: \$10,000)

There's something exciting
to look forward to.

August 26 - September 8, 2011

in-fashion:
The Magnificent Mile Shopping Festival™

PRESENTED BY 

All the ingredients for the ultimate experience. In-Fashion: The Magnificent Mile Shopping Festival™ presented by MasterCard® debuts this summer as America's first shopping festival. Endless shopping, designer and celebrity appearances, exclusive events, extraordinary cuisine, family fun, star-studded hotels and so much more awaits. Visit www.themagnificentmile.com to see what's in store.



Use your MasterCard® during In-Fashion for special rewards and experiences.



Mercedes-Benz

The Magnificent Mile®
MICHIGAN AVENUE • CHICAGO



Chicago
ILLINOIS



ILLINOIS. MILE AFTER MAGNIFICENT MILE.

Photographer: Dennis Lee • Model: Miquela Raymond at Factor Women • Hair & Makeup: Sharon Casey at Artists by Timothy Parris • Stylist: Maggie Pal at Chicago Emerging Artists

in-fashion
The Magnificent Mile Shopping Festival™

PRESENTED BY 

Roll into Chicago for two weeks
of unforgettable shopping.
(Model not included.)



AUGUST 26 - SEPTEMBER 8, 2011

In-Fashion: The Magnificent Mile Shopping Festival™ presented by MasterCard® debuts this summer as America's first shopping festival. Endless shopping, designer and celebrity appearances, exclusive events, extraordinary cuisine, family fun, star-studded hotels and so much more awaits. Drive by www.themagnificentmile.com to start planning your trip.



Use your MasterCard® during In-Fashion for special rewards and experiences.



Mercedes-Benz

The Magnificent Mile
MICHIGAN AVENUE • CHICAGO

chosen
management

Chicago
emerging artists

Photographer: Dennis Lee • Model: Jose Mendosa at Chosen Management • Hair & Makeup: Sharon Casey at Artists by Timothy Pizaro • Stylist: Maggie Rei at Chicago Emerging Artists



Marketing/Communications and Media Strategies



March 10, 2011 Release of Shopping Festival ChicagoTribune

Public relations hits from announcement

Announcement of new shopping festival, covered exclusively in the Chicago Tribune, was also picked up locally by WGN, CBS2, ABC7, NBC, FOX, CLTV and various radio stations for an audience of 2,347,296, in addition to widespread comments from New York, Boston, Los Angeles, Canada, London, Amsterdam and the Philippines on Twitter (100+ tweets within 36 hours of the announcement for a total audience of 1,038,505).

Numerous shopping and travel blogs and websites, including City of Chicago official e-blasts (to 85,000 leisure visitors), the Chicago Official Visitors Guide (distribution 325,000 primarily within 500 mile radius), Luxurytraveler.com, Racked.com and more.