

Kate Zhou Handbags Promotion

December 2008 – VIP Private Sale and Christmas Sale

- For VIP customers only.
- Buy one and get one free, plus Christmas Sale, to empty the inventory.
- The first time we put promotion pictures on the website and sent promotion newsletters to all the VIP customers.

Achievement: Raised the total sales by 36.5% compared with the sales in November

January 2009 – Gorgeous Gifts at Kate Zhou Handbags

- What goes around, comes around...
If you give good, you get good
And that's what makes the world go around.
- We offer gorgeous choices for any people who want to choose their gifts, and let the loved ones get something they really love.
- We especially promote the brand **Tusk** to make perfect options for different occasions.

Achievement: Raised the sales of the brand **Tusk to an all-time high, occupying 20.7% of the total sales**

February 2009 – Girl in Love

- We begin to promote the brand **Rebecca Minkoff** from this month.
- Because of the romantic Valentine's Day in February, we connect a girl in love with Rebecca Minkoff handbags – "When a girl falls in love, her handbag should be by her side."
- The theme coincides with "Journey of Love", which we used when first introducing Rebecca Minkoff to Chinese customers.
- Use the slogan "Right hand, right bag" and "Who makes your heart pound and palm sweat? Who gives you the sweetest memories? Who loves you for the rest of your life? Maybe it is a man, maybe it is your handbag."
- Customer Rewards include free International shipping for all Rebecca Minkoff bags and a small romantic gift from Rebecca Minkoff.

Achievement: Raised the sales of the brand **Rebecca Minkoff to an all-time high, occupying 60.8% of the total sales**

March 2009 – Handbags that Will Change Your Life

- We've always been saying that a handbag is the only statement piece a woman carries,

which defines a woman and summarizes her entire outfit. Around this theme, we have a mini interview with Rebecca and publish the interview on our blog.

- **Rebecca recommend five bags** under the theme “Handbags that will change your life, for at least a month”.
- March is the time to organize one’s closet. When a woman packs away her winter gears, she should clean and treat her handbags. What she needs is a leather cleansing/protection cream. With every Rebecca Minkoff bag purchased, we give out a leather cream for free.

Achievement: Raised the sales of the bags recommended by Rebecca to an all-time high.

April 2009 – If You Only Buy One Bag This Month

- If you only buy one bag this month, which one is it going to be?
- The designer Rebecca Minkoff and the staff of Kate Zhou Handbags each pick a bag and tell why. The recommended handbags are very spring spirited
- We offer 10% off for all recommended bags and If a customer buys a handbag picked out by Rebecca Minkoff, she’ll get a thank-you card signed by Rebecca. Same if the customer buys picks by the staff members Kate, Emily and Orange. We design a thank-you card with flowers and the words “My Choice☺” printed on the card.

Achievement: Raised the sales of the bags recommended by Rebecca Minkoff and the staff members to an all-time high, in the mean time, the total sales doubled compared with the sales in January.

May 2009 – Mom, I Love You!

- What connects a mother and a daughter? Should it be a handbag?
- Use the slogan “Mom, I love you!” and “When a girl hugs her mother, her handbag should be by her side.”
- We offer a discount if the costumer buy handbags for herself and for her mother at the same time.

Achievement: Raised the total sales by 12% compared with the sales in April, in fact our sales are growing steadily despite of the economic condition, which is even unbelievable for our fellow traders who are doing similar business.

June 2009 – Five Summer Bags to Swing Beach to City!

- What do our beloved celebrities do in summer? And which bags do they tote around? We recommend five handbags loved by celebrity girls in Summer.
- **Rebecca Minkoff** is the most popular brand among the celebrity girls.
- Use the slogan “When a girl smiles in the sun, her handbag should be by her side.”

Achievement: Raised the sales of the brand Rebecca Minkoff to an all-time high, occupying 67.4% of the total sales

July 2009 – Celebrating One Year Anniversary of Rebecca Minkoff on Kate Zhou Handbags

- Celebrate one year anniversary of Rebecca Minkoff on Kate Zhou Handbags. We summarize the most popular Rebecca Minkoff handbags among the customers.
- Encourage customers who bought Rebecca Minkoff handbags to send in pictures of themselves with the bag. We publish these pictures on our blog. Best outfit-handbag match is voted and prized with a Rebecca Minkoff bag
- We offer 10% off for all Rebecca Minkoff bags and special anniversary cards with all Rebecca Minkoff purchases

Achievement: Raised the sales of the brand Rebecca Minkoff to an all-time high again, occupying 74.1% of the total sales

August 2009 – Celebrating One Year Anniversary of Beijing Showroom Opening of Kate Zhou Handbags

- Celebrate one year anniversary of Beijing Showroom Opening of Kate Zhou Handbags.
- Use a new reward system, which allow the customers can really benefit from the purchase in this month.

Achievement: Raised the total sales by 20% compared with the sales in July

September 2009 – Our Favorites in This Autumn

- Everyone needs a forever bag. Do you have yours?
- The staff members of Kate Zhou Handbags each pick a bag, representing the bag trends of this season.
- We summarize the fashion bags which accord with the bag trends in this season, in which the most-chosen brand is **CC Skye**.
- We offer free international shipping for all recommended bags.

Achievement: Raised the sales of the brand CC Skye to an all-time high, occupying 13.8% of the total sales

October 2009 – Feel the love

- I Love China, I love Kate Zhou Handbags.

- For celebrating National Day of China, we made a specially gift for each customer who purchased Rebecca Minkoff, **CC Skye** or **Treesje** handbags during this month.

Achievement: Raised the sales of the brand **CC Skye to an all-time high again, and at the same time, also raised the sales of the brand **Treesje** to an all-time high, which nearly doubled compared with the sales of this brand in September.**

November 2009 – The Reason why I love Kate Zhou Handbags

- We offer a special gift for any purchase of the **Nikki bag**, which is not very popular during the last few months.
- Encourage customers who love Kate Zhou handbags to send the reason why they love us. We publish these reasons on our website. Best reasons will be voted and the writer will be prized with a handbag she love.

Achievement: Raised the sales of the **Nikki bag to an all-time high again, which really relieve the inventory of Nikki bag.**

The reasons received from our customers are very impressed, which not only help us gain more motivation to pursue our career, but also set up a more adorable brand image among our customers.

December 2009 – So Much Joy

- Buy one and get one free, to empty the inventory.
- We improve our plan based on the experience of last year and creat a genius plan to express our sincere thanks to our loyal customers. The more they have purchased during this year, the more they will benefit from this month’s giveaway.

Achievement: Our loyal customers are very happy with the activity and gain a lot of joy from it, which make our brand gain more loyalty beyond reason.

Raised the total sales to an all-time high again, reaching the highest number ever since the foundation of Kate Zhou Handbags!

March 2009 – Rebecca’s China Trip

- Rebecca made the trip to China at the end of March. We held a signing event for Rebecca, which was incredible, her fans were asking her to sign on the linings of the bags.
- We arranged eight top fashion magazines to interview her, including ELLE, Vogue, Marie Claire, Cosmo, Elegance, Modern Weekly, Fashion Weekly and the View.
- We designed pictures and a special brand brochure for the event, which was loved by the editors and widely used in the reports.

Achievement: The brand Rebecca minkoff was soon recognized among most of the fashion people who are interested in handbags. Because of our fabulous design and our successful

holding of the event, we set up close relationships with the editors of all Chinese top fashion media, which help us a lot during the following months.