July 24, 2019

Manager
Dillard’s
2500 E. Sunrise Blvd.
Fort Lauderdale, FL 33304

Dear Manager,

I’m writing to suggest marketing ideas for your store that I think would increase customer volume as well as sales.

**Merchandise Clothing with GIANT Photos**
The following list contains the names of famous people who have been photographed wearing classic clothing. Very large photographs placed next to chess merchandise would entice customers to buy products. To find the following photos, Google the name, a film if there is one, the name of the clothing item and the word photo.

- Grace Kelly, Fair Isle Sweater
- JFK, Oxford Shirt, Split Yolk, Box Pleat
- Daniel Craig, Black Cardigan with a Shawl Collar
- Kurt Russell, Polo Shirt, *Breakdown*
- Steve McQueen, Aran Sweater, *The Thomas Crown Affair*
- Humphrey Bogart, Trench Coat, *Casablanca*
- Julie Andrews, Trench Coat, *Torn Curtain*
- Jude Law and Gwyneth Paltrow, Trench Coats, *Sky Captain and the World of Tomorrow*
- Chevy Chase, Trench Coat, *Foul Play*
- Jennifer Lopez, Red Satin Noir Sachin & Babi pleated skirt
- Jennifer Lopez Sea-foam green jacquard skirt
- Princess Diana Red Pleated Skirt, photographed arriving for a Pavarotti Concert


Please call or e-mail me if you think you may be interested this idea. To promote news at your store, a press release could be sent to the news departments at location television stations.

Sincerely,

Mary Jo Fahey