

Holiday 2001

Boutique

at Stein Mart

Connections:

A Time to Give Thanks

As we enter the holiday season, we have much to be thankful for, especially this year. Our world is a different place and our daily lives are more challenging as a result of a national tragedy. Now, more than ever, we appreciate the freedoms we have as Americans and the friends and families that touch our lives.

There is no such thing anymore as the "traditional" family. Family means different things to different people, depending on what their situation is. Stein Mart is an extended family to many of us. We count our associates as friends and colleagues. We respect their talents, we share their enthusiasm and we enjoy giving some of ourselves to them. The Stein Mart "family" is what makes our company special and we are thankful for this large community of associates who are part of our lives.

It is indeed a time to pause and reflect on our many blessings. May your holidays be joyful and full of gratitude for the friendships and love that surround us.

Julia W. Taylor

Julia W. Taylor
Director, Boutique and Agenda

'Tis the Season for Giving

Stein Mart gives back to its communities with the Giving Tree.



Store #72 and #206 in Arlington, Texas, donated all of the Giving Tree gifts to the children at the Arlington Women's Shelter.

etc., and use that information to purchase and donate an appropriate gift. The gifts do not have to be purchased at Stein Mart. The gifts, with the identifying tags, are returned to the store. They are then taken to the chosen charity for distribution to the children.

The Giving Tree Project has been an incredible success the past four years. We have received numerous heartwarming letters of gratitude from the charities the stores have sponsored, such as, "this project has touched so many children's lives" and "it is a won-

Every year Stein Mart stores across the country provide holiday gifts for underprivileged children. Since 1997, each store has chosen a charity that addresses children's needs. A Christmas tree is then set up near the front of each store and decorated with paper ornaments. Customers and associates select an ornament from the tree, which gives a child's name, clothing size, wish list,



Store #203 in Spartanburg, S.C., collected holiday gifts for the children of a local shelter.



Store #172 in Green Bay, WI, granted the holiday wishes of 78 local children from their Neighborhood Family Resource Center.

derful experience to see the faces of the children light up when they see the gifts they are receiving."

Because of the associates and customers at Stein Mart, so many children know that someone cares and is thinking about them during the holiday season. Thank you for your support and generosity for those less fortunate.

The Boutique Locator Program

Did you know?

In the year 2000, the Boutique Locator program filled over \$600,000 in orders for our customers.

Based on the success of our Boutique Locator program, we have made some changes that we believe can significantly increase our volume and improve this special service.

The changes include:

- ✍ An updated, more user friendly Boutique Locator form
- ✍ A new customer service contact
- ✍ Expansion of the locators voice mail boxes

Be on the look out for the new Boutique Locator information.

Remember Stein Mart associates can also use the Boutique Locator Program to find merchandise for their personal shopping!

Does your Boutique have Lauren by Ralph Lauren merchandise?
If not, try using the Boutique Locator Program to find the Lauren merchandise your customers are looking for!

Congratulations on a Fantastic Fall Boutique Showcase And the winners are...



Highest Percent Over Goal

#214
Fresno, CA



Highest Percent Increase Over Last Year

#161
Laredo, TX



New Store Highest Sales Volume

#215
Destin, FL



New Store Highest Percent Over Goal

#224 St.
Charles, IL



Highest Sales Volume

#45
Jacksonville
Beach, FL

AGENDA

Fashion, Events and Personal Service at Stein Mart

The Style Exchange and Trade In, Trade Up

Since the first Style Exchange was implemented with the Junior League of Milwaukee four years ago, it has grown tremendously! In 2001, 25 markets partnered with their local Junior Leagues to coordinate a Style Exchange and 12 markets partnered with a local organization to host a Trade In, Trade Up.

In case you are not familiar with this unique project, let us fill you in on the history of The Style Exchange:

In the spring of 1998, the Junior League of Milwaukee submitted a request to Stein Mart, Inc. for support to increase the inventory of their Penny Wise Shop. Using Stein Mart as a venue, individuals could drop off their "gently used" clothing items at one of the three Milwaukee Stein Mart stores during a four-day period. Junior League volunteers would be on hand to provide tax receipts for the donations. For each item brought in, the customer would receive a coupon, 20% off one regular priced item. The project was extremely successful, with over \$40,000 worth of merchandise being contributed to Penny Wise. In addition, the increase of visibility for Stein Mart's Milwaukee stores during that four-day period made the project a "win-win" for both parties.

But don't just take our word for it. Read on to find out what Stein Mart associates, Junior Leagues and other organizations have to say about it.

"What an excellent program! A win/win situation for all of the parties involved. We are looking forward to participating again next year."

Julie Bauer, Agenda Consultant, #157 Appleton, WI

"The Style Exchange collaboration between Stein Mart and the Junior League of Greater Orlando was an overwhelming success. It exceeded our grandest expectations!"

Susanne Uncapher, 2000 President, Junior League of Greater Orlando

"The success of this event was overwhelming. We will utilize these clothing items, which were high quality, gently used (if used at all; some still had the price tags on them!) to clothe our clients, as well as to generate additional funds through our thrift shop."

Sharon Youngerman, Executive Director, Quigley House of Orange Park, FL



Agenda Consultant, Jane Curtis (far right), worked with the Junior League of Memphis volunteers to help sort the clothing they received. This room was filled with so many boxes and clothing items that the volunteers could hardly move to sort them all!



The volunteers from the Junior League of Arlington collect donations for their annual Bargain Barn sale.

"What a wonderful event we had this past weekend with the Style Exchange! Our total numbers are not in yet, but we received lots of quality clothing!"

Celia Mitchell, 2000 Funding Vice President; Shelly Kangas, 2000 Bargain Box Chair, Junior League of Raleigh

If you are interested in finding out more about this project, please call Marcie Soud in the Boutique and Agenda office at extension 2644.

Snap Shot Gallery: What's Happening in the Boutique



Left: Store #179 Abilene, TX, received the award of "Best Theme" for their float in the West Texas Fair Parade.

Below: The Boutique of store #180 in Orlando, FL, at the kick-off of the Boutique and Friends Breakfast.

Left: Store #37 in Jacksonville, FL, held a Friends and Trends Breakfast. Boutique Lady, Donna Keathly presented fashion ideas to the crowd.

Far left: Mary Hagan, Chef and Boutique Leader in Savannah, GA, store #100, prepared a delicious dinner for all the Boutique Ladies at her home.



Right: Happy 20th Anniversary as a Boutique Lady to Jeane Hamilton at store #5 in Little Rock, AR.

Far Right: The Boutique Ladies of Store #18 in Birmingham, AL, lent a helping hand in receiving to insure that the store was ready for their Grand re-Opening day.



Above: The Boutique Ladies of store #24 in San Antonio, TX, at their Fall Boutique Event.

Right: Store #7 in Mobile, AL, had a wonderful time participating in the American Heart Association's "Walk for Life."



Holiday "Must Haves"

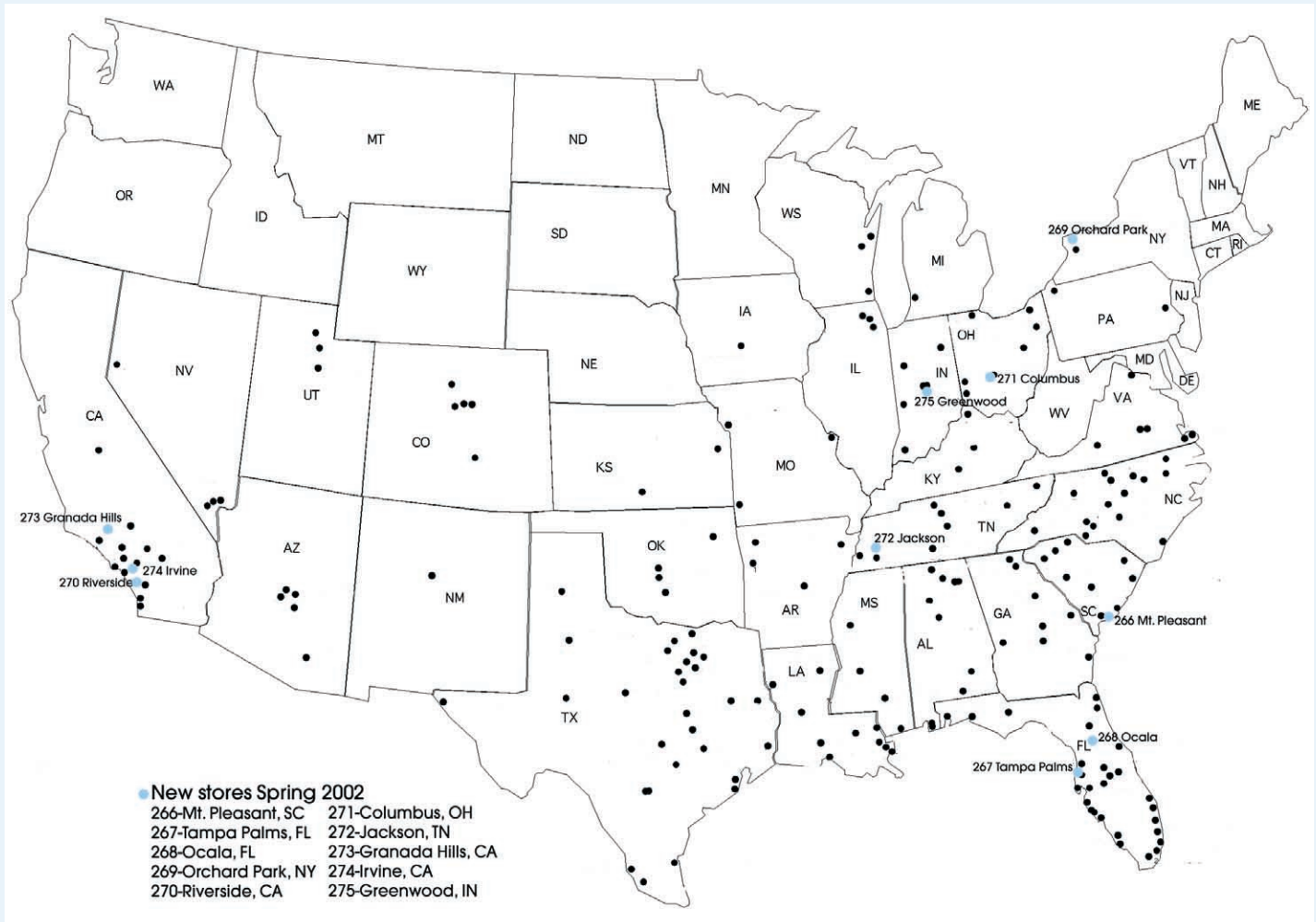


- Leather
- Suede
- Cashmere
- Sweater Coats
- Twin Sets
- Novelty Sweaters
- Red
- Evening Separates
- Novelty Pants





Stein Mart Expansion 2002



Remember, if you know someone in these new locations that would be a great Boutique Lady, let us know. You can send all Boutique Lady referrals to Amanda Brockus ext. 6075 or abrockus@steinmart.com

Welcome: New Fall 2001 Boutique Ladies!

Here are just a few of our new Boutiques...



The Boutique Ladies of store #254, Warner Robins, Georgia, celebrate with Jay Stein on opening day.



The Boutique Ladies of store #253, Daphne, Alabama, at their opening luncheon.



The Boutique Ladies of store #251, Yorba Linda, California, at their opening luncheon.

What's new at Stein Mart?

It's always in Style to Give...The new Panache Cards

Available this November, there will be six new styles of Panache Card packaging, as well as a new Panache Card. The Panache Card is the perfect all-occasion gift you never have to wrap!



Don't forget the Panache Card is also a great corporate gift idea. The discounts for large Panache Card sales are as follows. If a company, organization etc. purchases between \$2,000 and \$5,000, they will receive 5% off their total purchase. If they purchase \$5,000 or above, they can receive 10% off their total purchase.



We are pleased to announce that Stein Mart's new and improved web-site is now available. Here are some of the great changes:

- ✓ Increased graphics
- ✓ Pictures of Stein Mart merchandise
- ✓ A store tour showing the layout of a typical store
- ✓ Store Locator function
- ✓ Ability to ship on-line Panache Card purchases via UPS
- ✓ Current advertisements
- ✓ More information on the Boutique and Agenda programs

Be sure to check us out on the web at
www.steinmart.com!

*THE BOUTIQUE NEWSLETTER IS WRITTEN AND
PRODUCED BY THE BOUTIQUE CORPORATE OFFICE
& THE STEIN MART ADVERTISING DEPARTMENT*



Immediately following the extremely successful "Boutique" sheets in linens, our gifts department has introduced "Boutique" candles. These scented candles are sure to please every taste with fragrances from daffodil to cinnamon and styles from votives to pillars and even unique gift sets.

"Boutique" candles offer approximately eight styles, more than 20 scents and colors and make great gifts for almost anyone on your list for the holidays.