

# NEARLY NEW SALE

OCTOBER 10, 2014

10:00AM - 4:00PM

Danner Hall

San Joaquin Delta College

Apparel, Shoes &  
Jewelry for Men, Women  
and Children, Handbags  
Formal Dresses,  
Home Decor  
& More!

All Priced from \$1 & up  
Many items are brand  
new with tags!



Visit [www.deltacollege.edu](http://www.deltacollege.edu) for  
maps & directions.  
The Fashion Club is a 501-C(3) Non Profit Organization



Please Post: **FOR IMMEDIATE RELEASE**

News Release For Local News Events  
Non-Profit Organization:  
The Fashion Program at San Joaquin Delta College

FOR EVENT INFORMATION CONTACT:

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Stockton, CA, SEPTEMBER 17, 2014

## **Find great deals on apparel for men, women and children, accessories, home décor, and much more starting at \$1!**

Twice a year, customers can find amazing deals on apparel, shoes, accessories, home décor, and much more at the SJDC Fashion Program's Nearly New Sale. The holiday sale is set for Friday, October 10, 2014 in Danner Hall on the Delta College Campus from 10am-4pm.

This incredibly popular sale is one of the most anticipated events that the Fashion Program holds each year. It's so popular in fact that lines of people wait for hours before the sale to get their pick of the inventory!

The Nearly New Sale is a favorite among those who scout prestigious brands. Past sales have included True Religion jeans, Nine Wests and Franco Sarto shoes each under \$10, and a luxurious Louis Vuitton Handbag for \$200. The array of brands also includes Guess, Levi's, Banana Republic, Juicy Couture, Ann Taylor, Talbott's, CABI, Gap, BCBG and so many more. Local retailers such as Fina, Remedy, Theodora, and Zuesters from Lincoln Center in Stockton; C.R. Porter and With Garden Flair from Stockton's Miracle Mile; 2 Plus 2 Prêt, City Girl, and Fashion Safari from School Street in Lodi; and high-end retailers such as Gump's of San Francisco and Pottery World of Granite Bay have donated huge amounts merchandise for previous sales. Manufacturers like The Sak, Weston Wear, TSD, Flax Designs, and Cut Loose have also donated huge amounts of merchandise.

Since the inventory is donated, the great deals offered vary from sale to sale. Savvy shoppers who prowl thrift stores and discount shops say the sale is a bargain-hunter's paradise and that the deals on merchandise are spectacular with low prices that are unmatched anywhere else. JoAnn Kirby, customer and Stockton Record newspaper reporter loves the sale. She said, "I purchased Christmas decorations donated by a Miracle Mile boutique, an awesome pair of winter pants, spy novels for a reader on my holiday list and a couple of summer tops. My total bill was only \$32!" Jontelle Bellerose, a student at the college said, "I go every semester because the money goes back into the fashion program and every time I go I find at least one great brand that I love and I can buy three new outfits without spending more than \$20!"

People as far away as Sacramento and Roseville come to take advantage of the amazingly great deals! The Stockton Record and Alan Sanchez of Good Day Sacramento, as well as other local and regional media have covered this event, increasing its popularity more so with every event.

-More-

The Nearly New Sale is a major fundraiser for the Fashion Program and assists students with their educational costs. The event is a culmination of students' knowledge of fashion merchandising and retailing and is an excellent tool to apply that knowledge. It also provides students with hands-on experience in fashion business through sourcing out and pricing inventory from local/national retailers, wholesalers, and manufacturers. They then merchandise and display it on the "sales floor." Emphasis is also placed on providing excellent customer service as well as effective marketing techniques. Months prior to the sale are devoted to developing marketing materials and distributing information about the event throughout the community.

"We are so fortunate to have the support we do from our own fashion industry, both locally and nationally. We also appreciate the incredibly supportive group of industry leaders who have donated to this event and we could not have done it without them," said Leslie Asfour, the Director of the Fashion & Interior Design Programs and the visionary of the events and the program.

This is not a sale to be missed so mark your calendar for Friday, October 10<sup>th</sup>! With holiday season around the corner, this is a great way to get everyone a little something and a few extra things for yourself without squeezing your wallet!

WHEN: Friday, October 10, 2014

WHERE: Danner Hall, San Joaquin Delta College  
5151 Pacific Avenue, Stockton, CA 95207  
(209) 954-5151 for campus information

Parking: \$2 (ticket machines in the parking lots)

Maps and Directions: [www.deltacollege.edu](http://www.deltacollege.edu)

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