



San Joaquin Delta College
Fashion Merchandising & Design Department

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**MEDIA RELEASE:
FOR IMMEDIATE RELEASE**



Take Advantage of Great Deals at the Nearly New Sale

Get your hands on some amazing deals on apparel, shoes, accessories, Home décor and more !

Stockton, CA, March 11, 2013 – This is not your ordinary sale! The Nearly New Sale features mostly merchandise at bargain-basement prices! Shoppers from around the Stockton, Tracy, Lodi and Sacramento areas come to a unique pop up retail space where brand new or nearly new clothing, shoes, accessories and home décor is available for sale. Starting at just \$1.

Retailers and manufactures in and around the area donate brand new clothes for men, women's and children, as well as shoes, jewelry, purses, wallets, scarves, home goods, and formal dresses for students in the Fashion Program at Delta College to sell in their semi-annual sale.

The Nearly New Sale has become a favorite among regular customers who have scouted prestigious brands, which in past sales have included True Religion, Joe's Jeans, William Rast, Levi's, I.N.C. and others. Shoe brands have included Nine West, Franco Sarto, Chanel, Adrienne Vittadini, and Coach. The inventory varies as the donations come in throughout the year from a variety of resources.

The inventory comes from local retailers like Flair Boutique, Gary Long's Jewelers, Theodora, Stage Two, and C.R. Porter, Zuester, and Revo Denim Studio in Lincoln Center of Stockton; Bella's Bridal, Bellissima and With Garden Flair on Stockton's Miracle Mile; Prêt, City Girl, and Fashion Safari in Lodi; as well as San Francisco-based manufacturers like The Sak, Weston Wear, TSD, Flax Designs, Rose Dress Company and Cut Loose. High-end retailers like Gump's of San Francisco and Pottery World in Granite Bay have also donated huge amounts of merchandise to the sale! Last fall, the sale featured 18 cases of formal and wedding dresses from the Bay-Area based Rose Dress Company.

Delta College Fashion students enjoy shopping the sale, "I love shopping at Nearly New; I always find great deals on top brands like BCBG, Lanvin, and apparel from my favorite local retailers," said Karina Calderon who's been involved with the sale for three semesters.

"We are so fortunate to have the support we do from our own fashion industry, both locally and nationally. We also have an 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 Program and visionary for the program.

The Fashion Event Production class produces this event to help finance the yearly Designer's Collection Fashion Show that is set for May 9, 2014. The students plan and execute this event from start to finish. They solicit businesses for merchandise, price the clothing, set the floor layout, and market the event. The students take what they learn in classes - merchandising and marketing, and apply it, so they have an experience similar to those they will have in the industry.

This is a sale not to be missed! Mark your calendars for Friday, April 4th. Lines start to form before the doors open so come early to claim your spot in line. With tax day looming, this is a great way to stretch your dollars and find some amazing deals!

Visit www.deltacollege.edu for maps and directions. Danner Hall is in the middle of campus. Parking is \$2 per day and parking tickets can be purchased in any of the campus parking lots.

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NEARLY NEW SALE

Donation of 18 cases of dresses, nearly 500, including wedding dresses, formals, bridesmaids' dresses, quinceañera dresses, cocktail dresses, flower girl and first communion dresses. All are brand new with tags and retail for \$100-\$500 but, at the Nearly New Sale, will be priced for only \$5-\$30



SALE
 Friday 11-16-2012
 10:00 am - 4:00 pm
 DINNER HALL
 SAN JOAQUIN DELTA COLLEGE
 New & Nearly New Clothing for men, women & children
 Shoes
 Jewelry
 Accessories
 Handbags
 Scarves
 All popular brand and San Joaquin Delta College Fashion Program Presents

NEARLY NEW SALE
 Friday, April 5, 2013
 10:00 am - 4:00 pm
 Dinner Hall, San Joaquin Delta College

Fashion Shows
 Jewelry
 Handbags
 Accessories
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For maps, please visit www.sjdc.edu
 Parking is \$2 per hour
 SJDC Fashion Program is a non profit 501(c)(3) organization.

Nearly New Sale
 Friday, November 8, 2013
 10:00 am - 4:00 pm
 GARDNER HALL
 JOAQUIN DELTA COLLEGE
 Fashion for Men, Women & Children
 Huge Selection of Formal Dresses & Quinceañera Dresses
 Shoes, Handbags, Wallets
 Accessories, Scarves
 Jewelry
 Christmas Decorations & Ornaments
 Bed & Bath
 & so much more!
 Most items are brand new (Just \$!)

NEARLY NEW SALE
 Friday, November 8, 2013
 10:00 am - 4:00 pm
 GARDNER HALL
 JOAQUIN DELTA COLLEGE
Dresses!
 From: Formal, Wedding, Bridesmaids, Quinceañera, Flower Girl, Homecoming, Mother of the Bride, Prom/Quinceañera
 Sizes XS - XXL
 Prices \$5-\$35
 Everything brand new!

