

FEBRUARY NEWS

| Moda Clothing Co. |

Upcoming Events

In the upcoming months, we have several events approaching us including the international New York trade show.

New York Trade Show

In April, a group of administrators, Vice President and associates will attend a trade show in New York, New York. The team will compete in several international competitions. We will enter into competitions for our newsletter, website, booth and individual sales and marketing competitions. We are very excited to have the opportunity to showcase our company on a national level.

Social Media

Instagram: [moda.apparel.vei](#)

Facebook: [Moda Apparel-VEI](#)

Bakersfield Trade Show



In January, a group of employees attended the trade show in Bakersfield. We received 2nd place for our commercial created by associate Zade Batal. CEO, Michail Melnik also placed 1st in the Advertising and Marketing Consulting Competition and Human Resources Vice President, Manuel Feregrino Peinado received 1st place in the Human Resources Competition. Overall, a very successful trade show for Moda Apparel!

Best Selling Items:



Employee Discount

As a special gift to our employees, we are giving a \$5 discount on these hoodies! This deal would mean these limited addition designs would only be \$40!!



2nd Place Commercial at Bakersfield

This commercial was directed and edited by associate Zade Batal and earned Moda, 2nd place in the state wide competition in Bakersfield. **Check it out! Search “MODA apparel” on Youtube!**



BAKERSFIELD15

With this promo code, our **sweatshirts** will only cost **\$38.24** instead of \$44.99, **T-shirts** will only cost **\$22.00** instead of 25.99 and **crewnecks** will only cost **\$33.99** instead of \$39.99. This promo code brought us many new sales and excited many of our customers.

Employee of the Month: Zade Batal

Our Arts and Publications associate, Zade Batal received Employee of the month for his work on the commercial. He filmed, directed and edited the entire commercial and did an excellent job. We are proud to have such an amazing, dedicated associate on our team.



Valentine's Day Special

For the Pasadena Trade show, we are offering a special release of our new designs. We will also be offering a 15% discount on all these items.



Pasadena Trade Show February 13th, 2018

At this trade show, we generated new sales, worked on networking with other VEI companies and competing in state competitions.



Use MODALOVE for 15%

With this promo code, lasting from Feb 9th- Feb 18th, our **sweatshirts** will cost only **\$38.24** instead of \$44.99, **T-shirts** will cost only **\$22.00** instead of 25.99 and **crewnecks** will only cost **\$33.99** instead of \$39.99. This promo code brought us many new sales and excited many of our customers.

Pasadena Winners

We placed again in the Gold level with our video commercial and our Arts and Publications associate **Dava Hand** placed in Gold in the Elevator Pitch competition. Both these associates have worked incredibly hard these past few months to improve our company and received these well deserved awards and our 3rd trade show.

