

Boston

PROCLAMATION

- Whereas: Fashion's Night Out is a global initiative spearheaded by the CFDA, Vogue, and NYC & Company, and the city of New York to promote retail, restore consumer confidence, and celebrate fashion; and*
- Whereas: The Boston fashion economy employs thousands of people and creates millions of dollars in tax revenues for the city; and*
- Whereas: This initiative will help the city of Boston increase it's international fashion presence and demonstrate its commitment to the continued growth and success of the Boston fashion economy; and*
- Whereas: Every fashion retailer across the city of Boston, flagship stores, tiny boutiques, massive department stores, young designers, mainstream chains, and niche luxury names alike, can benefit from this initiative by implementing creative customer experiences; and*
- Whereas: The web will be harnessed to help coordinate this event and the Boston Fashion Meetup Group, Guided Inc, and Couturium LLC, have created a website that will list all of the activities and participants for the night and connect retailers with consumers; and*
- Whereas: In its most basic conception, Fashion's Night Out is a celebration of fashion and retail, providing an opportunity to engender a liveliness of clientele, and rally the morale of both proprietors and patrons; NOW*
- Therefore, I, Thomas M. Menino, Mayor of the City of Boston, do hereby proclaim September 10, 2009 to be*

Fashion's Night Out Day

in the city of Boston.

Thomas M. Menino

Mayor

