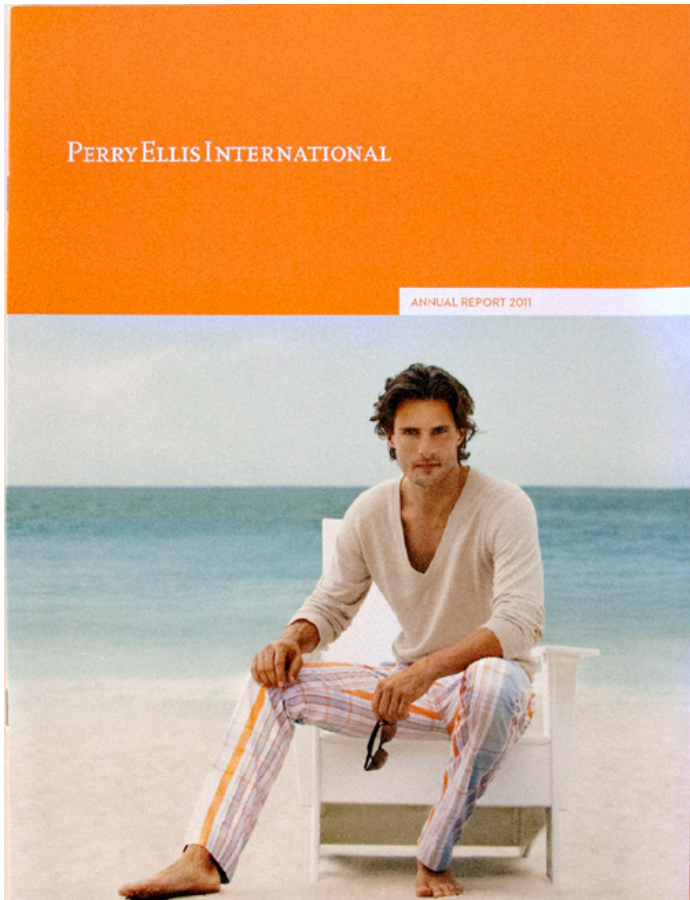


PERRY ELLIS INTERNATIONAL



» creative design of annual report

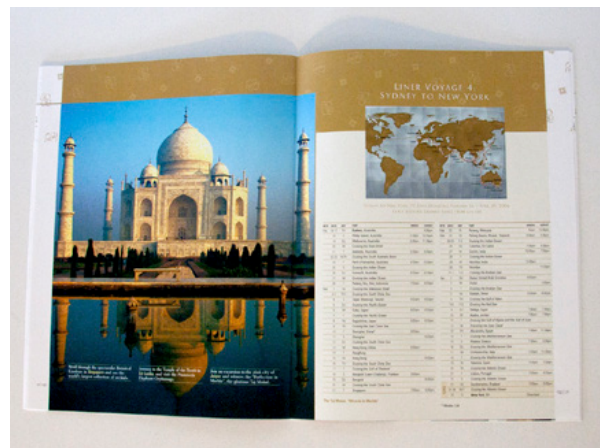
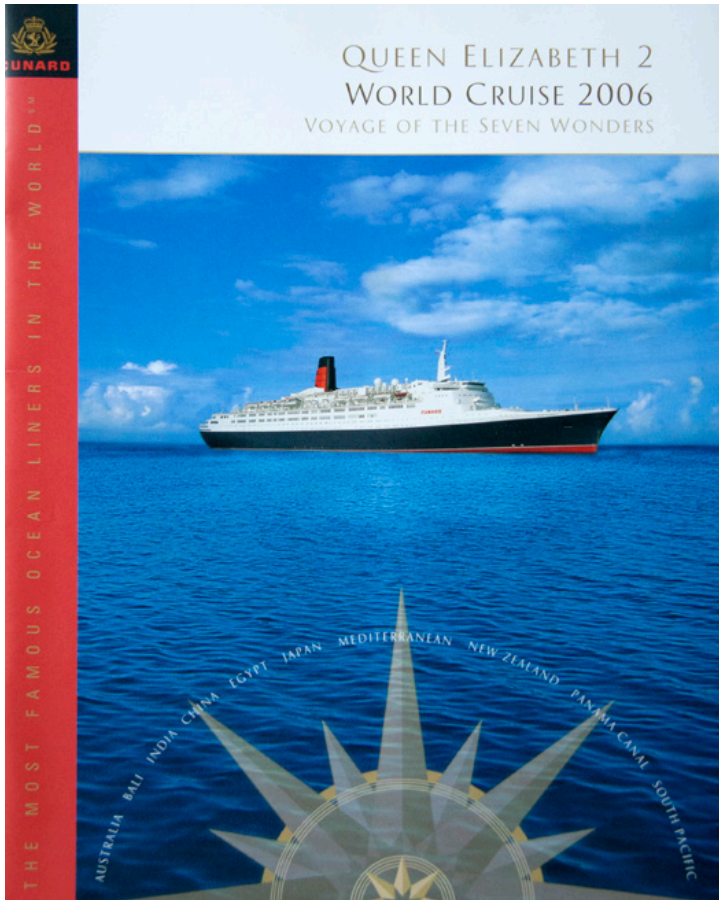
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» branding, brochure design & creative direction



CUNARD



» layout design

ASSORTED POLITICAL DIRECT-MAIL

# IT DOESN'T ADD UP

## EQUAL WORK BUT DIFFERENT PAY

Virginia women make 79 cents for every dollar men make for the same work. That's just not right.

# DAN GECKER

Democrat for Virginia Senate

## IT'S TIME WOMEN EARNED EQUAL PAY FOR EQUAL WORK

Dan was raised by a single mom, who taught him that success came from hard work and a good education. Now, as the father of four daughters, he sees how hard they work in school and in their jobs. The fact that they could earn less for equal work is just wrong.

**EQUAL PAY FOR EQUAL WORK**  
Earlier this year, Tea Party Republicans in Richmond killed a bill that would have strengthened the law for pay discrimination and required that women and men with the same jobs receive equal wages. Dan will fight in the Virginia Senate to strengthen equal pay laws.

**ENSURING WOMEN MAKE THEIR OWN HEALTHCARE DECISIONS**  
Tea Party politicians are also trying to control what women do with their bodies. Dan will defend a woman's right to choose and keep politicians out of their healthcare decisions.

DEMOCRATIC PRIMARY · VOTE JUNE 9<sup>TH</sup>

[f /DanGecker](#) [t DanGeckerForSenate.com](#) [804-200-4076](#)

# PHYLLIS RANDALL

FOR LOUDOUN COUNTY CHAIR

## A PLAN TO STRENGTHEN LOUDOUN

**GROWING THE ECONOMY:**  
Phyllis will work to pass legislation that creates a business-friendly environment in Loudoun County. She understands we must grow Loudoun's businesses and keep taxes low to ensure well-paying jobs are available.

**INVESTING IN SMART INFRASTRUCTURE:**  
Loudoun County needs transportation infrastructure that moves people efficiently and safely. Phyllis supports bringing Metrolink to Dulles and increasing commuter bus services. She will seek out opportunities to develop forward-thinking, mixed-use, walkable communities where

# PHYLLIS RANDALL

FOR LOUDOUN COUNTY CHAIR

**PHYLLIS RANDALL**  
FOR LOUDOUN COUNTY CHAIR

Phyllis Randall has dedicated her life to ensuring others have an opportunity to succeed. As a mental health therapist, Phyllis works in recovery treatment at a regional jail.

In addition to her professional career, Phyllis is a community activist, volunteering with Loudoun County Public Schools and more. Phyllis has been appointed and re-appointed to the Virginia Board of Corrections and the Fair Housing Board by Democratic and Republican Governors.

Phyllis and her husband have lived in Loudoun County for over twenty years. Their two sons attended Loudoun County Public Schools.

NEW LEADERSHIP FOR A STRONGER LOUDOUN

[f PhyllisRandall](#) [t @PhyllisRandall](#) [i PhyllisRandall.com](#)

» creative design



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**AARON PESKIN FOR SUPERVISOR**  
THE CLEAR CHOICE FOR RENTERS

Endorsed by the San Francisco Tenants Union, the Affordable Housing Alliance & the Community Tenants Association

"Over 2,000 tenants were evicted last year. No one is immune. Our chance to fight back is November 3<sup>rd</sup>. Please **VOTE!**"



- AARON PESKIN



**FACES OF EVICTION**  
THE STRUGGLES OF DISTRICT 3 TENANTS - AND WHY THEY'RE SUPPORTING AARON PESKIN FOR SUPERVISOR



"I'm being forced out of my home of 32 years. Just last year, one little block in our neighborhood received 33 Ellis Act evictions. Entire communities are being decimated. This could happen to anyone. Please take the time this November to make a difference. Elect Aaron Peskin as our Supervisor - a real champion for renters."

- THERESA FLANDRICH  
NORTH BEACH



**AARON PESKIN STOOD BY ME**

"Two years ago, my family and I were being evicted from our home through no fault of our own. We did not have anywhere to go. On the day that the sheriff came to evict me, I stood in front of my home and refused to leave. What came did I comment? On that day, people elsewhere came to support my family, taking arrest. Among them was Aaron Peskin. Aaron Peskin stood by me. I know that he will stand with tenants fighting evictions and on behalf of those that are not as skilled, low income, and tenured. This is why I am standing with Aaron Peskin today."


- MRS. GLAN GEE LAM LEE, WITH DAUGHTER MS. SHEE MAN LEE  
NEIGHBORHOOD




**DELES DOLESTI BUSCH**  
**WANTING QUE BIEN!**

"L'arraigues sunt que vitor saqul con pare denta ra quas. Ipo oremu es vendis de mihio andi mihio eun spul ias pui oremu veldes quodipit apice rememmagis vel et facuandae. Et dur aute epla loamut out quas signamur et veldis oremu eunpura dorengit in dur vitem et accuompe nennack verum luppae oleramur"

- LES HURNA JIANG WITH SON ANDY  
NEIGHBORHOOD




**YES on F**  
**ARTS,**  
**PARKS,**  
**JOBS AND**  
**HOUSING ON THE**  
**WATERFRONT**



**YES on F IS A VOTE TO OPEN A NEW SPACE WATERFRONT FOR ARTS, PARKS, JOBS AND HOUSING**

Paid for by Yes on F, with major support from FC Pier 70, LLC, 80 Missouri Street, San Francisco, CA 94107




**Today, there's a chain link fence blocking access to the waterfront at Pier 70. Yes on F is the first step towards creating an exciting new community space with arts, parks, jobs and housing right next to the waterfront.**

**ARTS AND OPEN SPACE ON THE WATERFRONT**  
Prop F begins the process of transforming Pier 70 into a place where artists and art lovers can come together. The existing artist community at the historic Noonan building will be provided with pedestrian-level, discounted studios. Small businesses, pop-up events, markets and authentic San Francisco crafts and local manufacturing will have an important place at Pier 70, fronting nine acres of waterfront parks and playgrounds that create a whole new exciting and interesting place for San Franciscans to enjoy.

**JOBS AND AFFORDABLE HOUSING FOR SAN FRANCISCO**  
11,000 construction jobs - at least 30% going to city residents - and up to 10,000 permanent jobs are just part of the huge benefit to our neighborhoods. Prop F also builds up to 2,000 much-needed residential homes, with at least 30% affordable housing for low and middle-income families.

**"CRAFTED WITH INPUT FROM ARTISTS"**  
"Prop F was crafted with input from artists and will create a vibrant creative space. Voting Yes on F will help bring a vibrant new community for both artists and art lovers." *- Kim Asante, Homes Building with and Protecting Neighbors*



**YES on F**  
**VOTE YES ON F. HOUSING, PARKS & JOBS FOR PIER 70.**

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**DICK BLACK OPPOSES BIRTH CONTROL**

HIS EXTREME VIEWS DON'T BELONG IN THE SENATE

**DICK BLACK'S EXTREME VIEWS ON BIRTH CONTROL ARE OUT OF TOUCH AND HARMFUL**

- Dick Black is opposed to birth control. He has repeatedly called emergency contraception "baby pesticides" and he even supported efforts to ban emergency contraception at our colleges and universities.
- He has also tried to restrict access to information about contraception. He introduced a bill that would have ended the required practice of providing information about birth control to couples who are about to get married.

**VOTE NO ON DICK BLACK. HE'S TOO EXTREME FOR VIRGINIA.**

Learn More: [BlackEyeForVirginia.com](http://BlackEyeForVirginia.com)

Check the facts: 1. Washington Times, 1/22/04, Washington Times, 2/1/02, Richmond Times Dispatch, 5/4/03, 2. Roanoke Times, 3/7/05

**SHE SHOULD NEVER FEEL AFRAID TO GO OUTSIDE AND PLAY.**

Syracuse grandfather shot, killed while doing a good deed

[syracuse.com](http://syracuse.com)

Violence spikes in Syracuse: 10 people shot in less than 24 hours

[syracuse.com](http://syracuse.com)

71-year-old shot, killed while waiting in car for friend in Eastwood

[syracuse.com](http://syracuse.com)

Man robs East Syracuse candy store to buy heroin

"Our community isn't as safe as it used to be, and Dan Liedka and the Republicans in the County Legislature aren't doing enough to fight crime. On my first day in office, I will make crime a top priority."

*Lorene Dadey*

**LORENE'S PLAN AS COUNTY LEGISLATOR**

- Get our fair share of county assets to fight the increase in crime in East Syracuse and our section of the city.
- Implement a community police plan so law enforcement works with our neighborhood leaders to target high-crime areas.
- Oppose any plan to merge police services that will decrease the cops patrolling our streets.

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FOR INDEPENDENT LEADERSHIP, THE CHOICE IS CLEAR  
**Aaron Peskin for District 3 Supervisor**

"particularly **bold** in challenging the city's finances"  
SAN FRANCISCO CHRONICLE, 10/27/2014

"the best choice in this election to support **independent** fiscal oversight"  
WESTSIDE OBSERVER, 9/17/2015

"over the **watchdog** of San Francisco neighborhood concerns"  
SAN FRANCISCO CHRONICLE, 8/4/2015

**DO YOU SUPPORT MORE CHECKS & BALANCES AT CITY HALL?**

**"A VOTE FOR PESKIN IS ... A VOTE FOR CHECKS AND BALANCES, SOMETHING SORELY LACKING AT CITY HALL THESE DAYS."** MARINA TIMES, 10/1/2015

"We need more checks and balances at City Hall. As Supervisor, I will work to make City Hall listen to our neighborhoods and stand up for the fiscal integrity of our city government."  
*Aaron Peskin*

**A tough fiscal watchdog and independent leader who always puts neighborhood first.**

- **Independent of the insiders, bureaucrats and lobbyists.** Aaron has been one of San Francisco's most dogged opponents of favoritism, sweetheart deals, high-priced consultants and bureaucratic waste.
- **Champion for back-to-basics neighborhood issues.** Aaron will re-instate the Green Patrol to clean streets, invigorate our efforts to address homelessness, and implement a 5-point plan to improve public safety in our district.
- **A record of saving millions.** Aaron cut millions in waste from San Francisco airport and the Department of Elections. He cracked down on the Assessor's office, netting \$20 million in additional city revenue.
- **Check and balance at City Hall.** Aaron will bring oversight and independence to a City Hall that all too often rubber-stamps the one-sided plans of lobbyists, insiders and developers.

**Aaron Peskin for Supervisor.**

"I won't rest until our schools are excellent for **EVERY** child, in **EVERY** neighborhood. No exceptions."

-David Catania

CATANIA

WE ALL HAVE A STAKE IN THE SUCCESS OF OUR SCHOOLS. WHO DO YOU TRUST TO IMPROVE THEM?

**MURIEL BOWSER'S RHETORIC** vs. **DAVID CATANIA'S RECORD**

- ✗ Promised to make education her "top priority," but after seven years on the D.C. Council, has yet to put forth one substantive proposal to improve our schools.
- ✗ Bowser said "choice-sets" were a "good idea." This would eliminate the right of children to attend their neighborhood school.

**The Washington Post**

"Catania is the only candidate who has offered a full public education platform."  
- Jonetta Rose Barras

- ✓ Fought for the largest investment in at-risk students in our city's history - \$80 million this year.
- ✓ Led the most significant overhaul of special education in decades.
- ✓ Met one-on-one with the leaders of nearly 150 schools.
- ✓ Supported matter-of-right neighborhood schools and opposed "choice-sets."
- ✓ Authored the toughest testing integrity law in the U.S.
- ✓ Created a new office to help parents navigate our complicated school system.

#DCCanDoBetter  
DavidCatania.com

» creative design


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A FIREFIGHTER RUNS INTO BURNING BUILDINGS TO SAVE LIVES.





THIS FIREFIGHTER IS RUNNING FOR COMMISSIONER OF EDUCATION TO SAVE OUR SCHOOLS.

**DAN ROMEO**  
FOR COMMISSIONER OF EDUCATION



Democrat Dan Romeo is a proud member of the Syracuse Fire Department who puts his life on the line every day. He is running for Commissioner of Education because he is passionate about the future of our community and improving our public schools. Dan was born and raised in Syracuse and earned a degree in Business from SU. As a Commissioner of Education, Dan will advocate for teachers, providing them with the tools needed to prepare our students for the future.

-  **Support school infrastructure improvements and modern learning facilities.**
-  **Propose modern reforms to help improve attendance and graduation rates.**
-  **Address problems head on with a goal of running a smarter and more efficient school district.**

LET'S KEEP STEVE PIGEON IN HIS CAGE... AND OUT OF CHEEKTOWAGA



A VOTE FOR MAGIERSKI IS A VOTE FOR STEVE PIGEON AND FRANK MAX.

TELL THE PIGEON-MAX-MAGIERSKI TEAM TO KEEP THEIR HANDS OFF TOWN HALL.



**"FBI, NYS AG, State Police search home of...Steve Pigeon"**  
(WGRZ, 5/29/15)

Steve Pigeon's record has badly tarnished his own reputation. Now PIGEON AND PIGEON HAS NOW REPEATEDLY TOLD ALICE MAGIERSKI to take Town Hall and increase their power in Cheektowaga. Tell the Pigeon-Max-Magierski team that we don't need their brand of politics in Cheektowaga.

**STEVE PIGEON**

- Pigeon is the target of an FBI criminal investigation.
- Pigeon sabotaged Democrats by helping Republicans take control of the Line County Legislature and NYS Senate.
- Pigeon was counsel to State Senator Pedro Espada Jr, recently sentenced to 5 years in federal prison for stealing from a nonprofit that helps the poor.

**FRANK MAX**

- The former Sanitation Supervisor was caught on video falsifying his town timesheet.
- Max was accused by members of the Town Council of padding his \$91,000/year salary at taxpayer expense.

©Check The Facts, WIS Board of Directors, WGRZ 5/29/15, Buffalo News 6/1/15, 5/15/15, WGRZ.com

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There's only one candidate for Board Chair we can trust to support our schools

**PHYLLIS RANDALL**  
FOR LOUDOUN COUNTY CHAIR

**PHYLLIS RANDALL**  
FOR LOUDOUN COUNTY CHAIR



PHYLLIS IS ENDORSED BY THE LOUDOUN EDUCATION ASSOCIATION

PAID FOR AND AUTHORIZED BY RANDALL FOR CHAIR

**ENSURING UNIVERSAL KINDERGARTEN**  
" Loudoun County is one of only three localities in the entire Commonwealth that does not have universal Kindergarten. This is a grave disservice to our families and our children. I'll fight every day to create universal, full-day Kindergarten."

**FIGHTING FOR OUR TEACHERS**  
"Our kids deserve the best teachers. I'll back policies that recruit and retain quality teachers, compensate them fairly and give them the respect they deserve."

**EXPANDING STEM EDUCATION**  
"As Chair I will work to ensure LOTS brings STEM education to our children to ensure we create the best future employees for Loudoun County."

**LOUDOUN CAN'T TRUST SCOTT YORK TO SUPPORT OUR SCHOOLS**

- York went to Richmond and lobbied against a bipartisan bill to create universal Kindergarten, and recently said, "We are overtaxed, that's why we can't have full-day Kindergarten."
- York and his Board have underfunded our public schools nearly \$100 million.
- Under York's tenure, our per pupil expenditure rate has dropped by nearly \$1,500.

**LOUDOUN DESERVES BETTER**

THANK YOU FOR YOUR SUPPORT!  
Phyllis Randall  
10000 Lakeside Drive, Suite 100  
Leesville, VA 22079  
703.251.1000  
www.phyllisforchair.com



WHO SHOULD MAKE WOMEN'S HEALTH CARE DECISIONS?

WOMEN, OR RICHMOND POLITICIAN FRANK WAGNER?




**STOP FRANK WAGNER FROM MAKING WOMEN'S HEALTH CARE DECISIONS**

FRANK WAGNER ISN'T A DOCTOR, BUT HE SURE LIKES TO PLAY ONE IN RICHMOND. HE HAS CONSISTENTLY SUPPORTED POLICIES THAT ENDANGER WOMEN'S HEALTH, PUTTING WOMEN AND THEIR FAMILIES AT RISK.

- Wagner supported a bill that would have allowed insurance companies to **discontinue coverage of cancer screenings, contraception and maternity care.**
- He voted to require **invasive and unnecessary medical procedures, including transvaginal ultrasounds, for women seeking abortions.**



**VOTE NO ON FRANK WAGNER. HE'S NOT ON OUR SIDE.**

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» creative design

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WHAT ENVIRONMENTAL LEADERS ARE SAYING ABOUT ORINDA CITY COUNCIL MEMBER **STEVE GLAZER**

*"Steve Glazer did incredible work for the environment working with The Trust for Public Land."*  
— MARTIN FUGGER  
Founding Board Member, The Trust for Public Land\*  
President, The Trust for Public Land\* 1978-1997

*"I have known Steve Glazer for 20 years. He is an honest, ethical, pragmatic and effective environmentalist."*  
— WARNER CHABOT  
CEO - CA League of Conservation Voters\* 2009-2012  
Vice President - Ocean Conservancy\* 1998-2009

\*Organization listed for identification purposes only

Find out more at [www.Glazer4Assembly.com](http://www.Glazer4Assembly.com)



**"STEVE GLAZER HELPED SAVE CALIFORNIA'S LAST STAND OF PRIVATELY-OWNED OLD GROWTH REDWOODS"**

**"I HAVE KNOWN STEVE GLAZER FOR 20 YEARS. HE IS AN HONEST, ETHICAL, PRAGMATIC AND EFFECTIVE ENVIRONMENTALIST."**



WARNER CHABOT  
CEO - CA League of Conservation Voters\* 2009-2012  
Vice President - Ocean Conservancy\* 1998-2009

\*Organization listed for identification purposes only

**STEVE GLAZER FOR ASSEMBLY**  
ENVIRONMENTAL LEADERSHIP. PROVEN INDEPENDENCE.

**A PROVEN RECORD ON THE ENVIRONMENT**

- Protected clean water and open space with The Trust for Public Land
- Led effort to protect Headwaters old growth redwoods
- Stopped over-development on San Francisco Bay with Save the Bay
- Expanded recycling with Contra Costa County Solid Waste Authority

**AN AGENDA TO PROTECT CALIFORNIA**

- Implement tough standards to reduce carbon pollution that leads to global warming
- Require full disclosure on health testing for oil fracking
- Protect voter-approved urban growth boundaries that prevent over-development
- Expand water recycling, reuse, and water conservation

Warner Chabot and Steve Glazer worked together on a campaign to save the Headwaters Forest, California's last unprotected stand of privately-owned old-growth redwood trees. The campaign, while losing at the polls, created significant momentum for the effort and led to an agreement with the property owner and the creation of the Headwaters Forest Reserve.

**SAN FRANCISCO**  
IS MORE THAN A REAL-ESTATE OPPORTUNITY. IT'S  
**"A PRECIOUS, SPECIAL, FRAGILE PLACE."**

— HERB CAEN  
As quoted in the San Francisco Chronicle, April 22, 2014



**LET'S KEEP IT THAT WAY BY VOTING YES ON B**  
ENDORSED BY THE COALITION FOR SAN FRANCISCO NEIGHBORHOODS




**"PROTECT SAN FRANCISCO VOTE YES ON B"**

— JUDGE QUENTIN KRIPP (RET)

**LET THE VOTERS PROTECT THE WATERFRONT. VOTE JUNE 3RD.**

"Nothing exemplifies the spoiling of San Francisco's beauty by unbridled, greedy development more than the Fontana Towers project which put one company's profit ahead of what's best for the entire city. Prop B will prevent any more Fontana Towers. Prop B protects the waterfront we cherish by requiring simple majority voter approval before City Hall can increase the height limits on Port property which were ratified by our waterfront plan mandated by voters in 1990. Prop B protects our piers and seawall sets from wily-city development which undermines our city's character. By requiring voter approval, it also gives taxpayers a safeguard against tax giveaways for private development such as the \$200 million public subsidy that City Hall offered the Harmons before they abandoned their Plans 30-32 plan. Please join the Coalition for San Francisco Neighborhoods, property owners, many others and me who love San Francisco and vote YES on Proposition B on Tuesday, June 3rd."

— JUDGE QUENTIN KRIPP (RET)

» creative design



ASSORTED PRINT COLLATERAL



» creative design & photography direction



LOGOTYPES



» creative design for various logotypes and concepts







MICHELI

MICHELI™

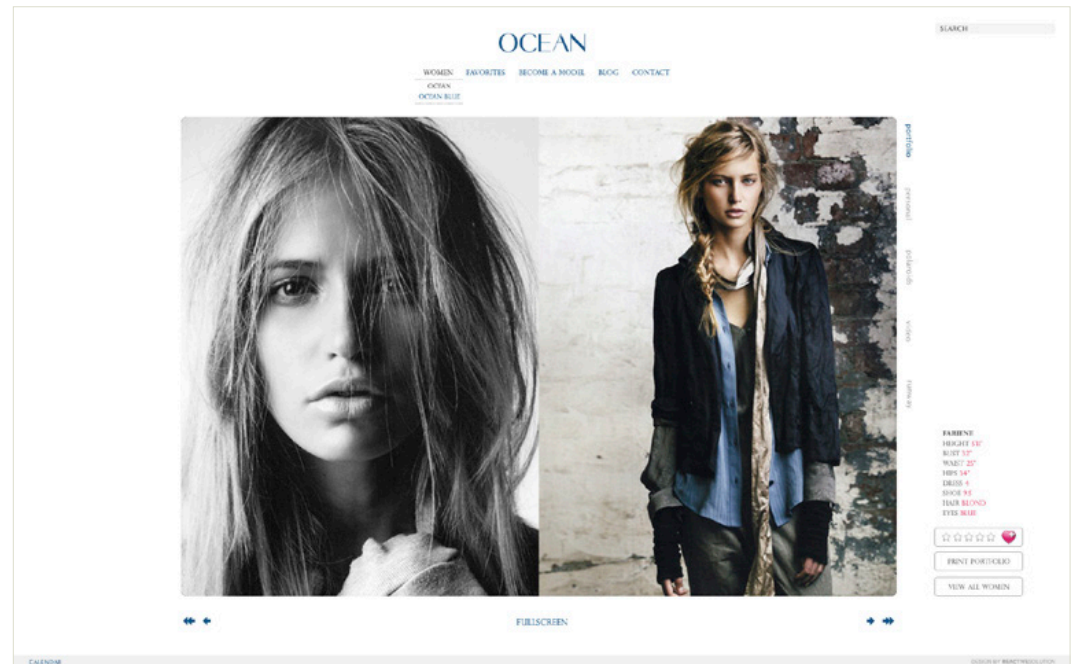


» branding, logotype, packaging & creative direction





WWW.OCEANMODELS.COM

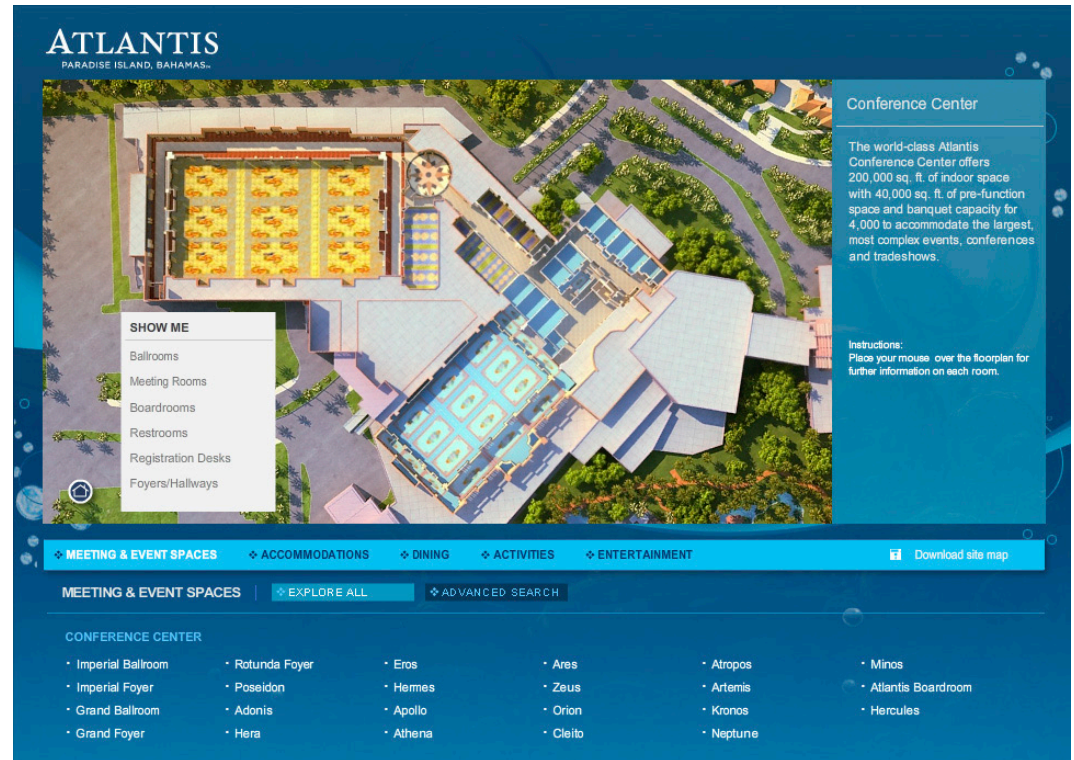


» branding, logotype, web design & creative direction



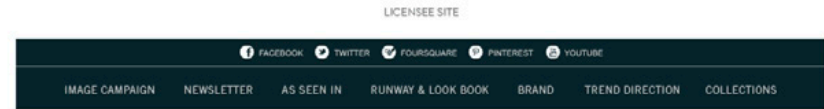
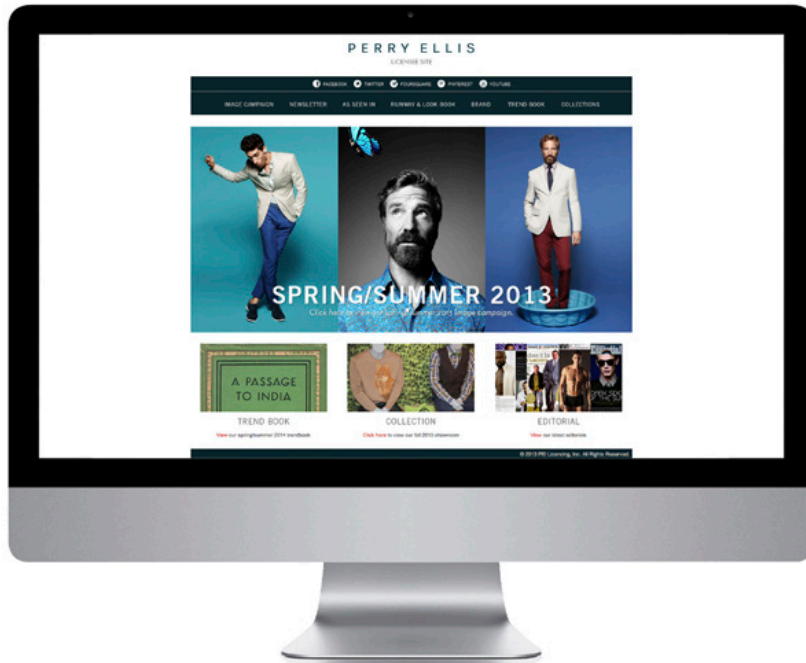


WWW.ATLANTIS.COM



» web design & art direction

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



## NEWSLETTER



### WINTER 2012 ARTICLES

- > Advertising and Press Recap
- > Half Million Milestone
- > Social Media: Merry Perry
- > Fragrance Launch: Spilled
- > Hangtags: Revamped, Renewed...
- > Spring 2013 Press Preview
- > Licensed Product: Design Updates
- > Editor Re-Sees
- > Hurricane Sandy Relief
- > Meet Simone Esold

### DOWNLOAD NEWSLETTERS

-  Winter 2012 - PDF [↓](#)
-  Fall 2012 - PDF [↓](#)
-  Summer 2012 - PDF [↓](#)
-  Spring 2012 - PDF [↓](#)

### HOLIDAY SOCIAL MEDIA: MERRY PERRY

In the spirit of the season, Perry Ellis launched a holiday-themed social media promotion coined Merry Perry that ran across all social media channels, including Facebook, Twitter, Instagram and Pinterest and our e-commerce site. Led by the "20 Days of Merry Perry," we highlighted a product each day through social media, as well as our e-commerce site with a Merry Perry carousel on the bottom of the homepage. Dedicated Facebook Merry Perry advertisements linked directly to the e-commerce site helped to drive holiday sales as well.

Along with the daily product promotions, we ran weekly holiday themed social media contests:

- Week one celebrated holiday memories. We encouraged fans to submit pictures that illustrated their favorite Merry Perry holiday memory, gifting three winners with a Perry Ellis fragrance set.
- Week two was all about holiday jingles where fans submitted their take on famous holiday tunes. The most unique jingle writer took home a Very Merry iPod Shuffle.
- Week three's contest encouraged fans to send their favorite holiday cocktail recipes and we toasted the winners with Perry Ellis bow ties.
- Week four concluded with, what else, but the "ugly Sweater contest", where fans sent in pictures of their tackiest winter garb, which we swapped with a sweater from our most recent holiday collection.

In conjunction with our social media campaign, we also debuted a "Merry Perry Cocoa Truck" which distributed complimentary hot cocoa from a fully-branded food truck parked in New York's busy Meatpacking District on December 13. Coincidentally, it turned out to be one of the coldest nights of the season and people were elated to see the truck and warmly welcomed the free hot cocoa. We also partnered with Esquire magazine to project a Merry Perry video onto the side of the Maritime Hotel throughout the event, creating additional buzz and directing people to the truck.

To give back, we accepted donations with all proceeds going directly to New York Cares to help Hurricane Sandy victims. As an added bonus, we provided gifts based on donation levels: for donations of \$10, customers received a pair of socks; for donations of \$20, a bow tie, and for \$30 or higher, a Perry Ellis tee. A big thank you goes out to two of our licensees, Isaac and Bespoke, for their generosity in donating merchandise to this event. It was greatly appreciated and went towards an excellent cause. We are thankful for everyone who helped make the event a success.

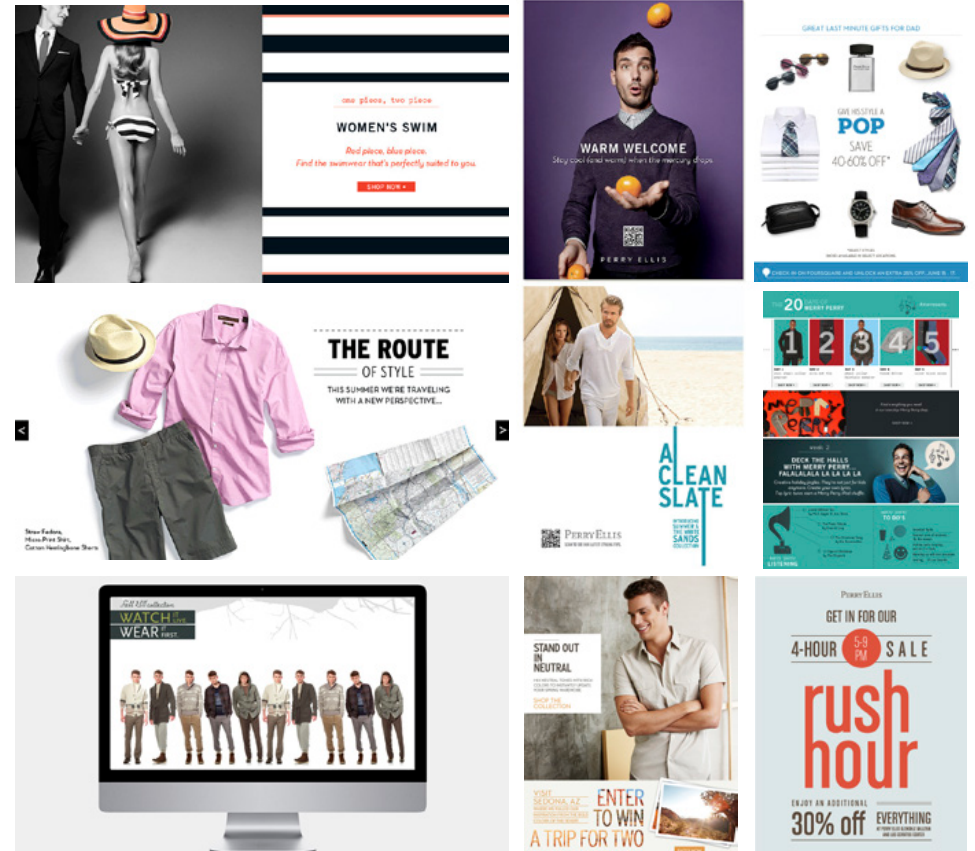
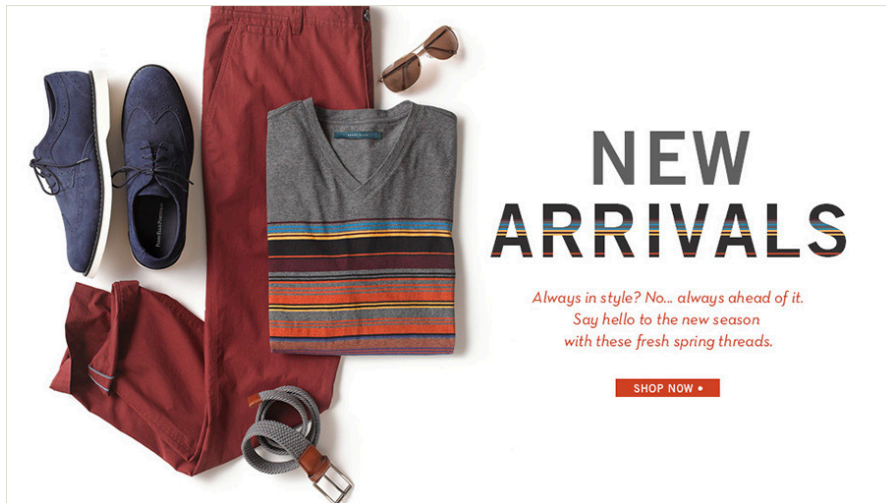
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» web re-design, assets & CSS maintainance

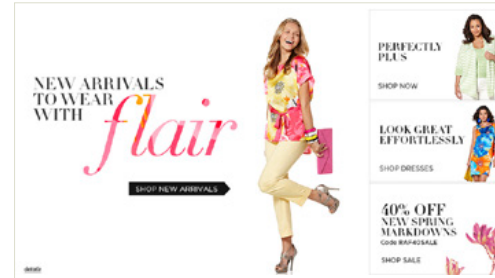


PERRY ELLIS

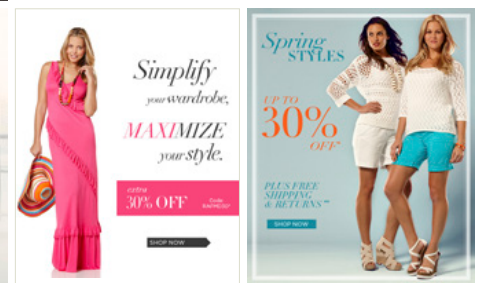


» ecommerce & social media creative assets, GUI designs, in-store signage, digital look books, emails

RAFAELLA



rafaella



» ecommerce creative assets, in-store signage, digital look books, social media assets & emails