



***Developing an online presence for your store has never been easier***  
***www.eFashioncentral.com / 800-729-8233 / Sal@eFashionCentral.com***

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**Sal Macaluso, CEO of eFashionCentral.com gave this presentation on Saturday, August 16<sup>th</sup> at the AmericasMart in Atlanta addressing the unique challenges facing full service specialty stores in an Internet environment.**

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### **“The Internet – Friend or Foe of the Full Service Specialty Store”**

At the presentation Sal will address topics such as:

- 1) The effects of major online sellers and box stores that are marketing on the Internet.
- 2) How to recognize when someone has shopped online before they have visited your store.
- 3) The evolution of manufacturer & specialty store marketing to consumers.
- 4) How full service specialty stores can be more effective on the Internet.
- 5) Solutions for the future.

After 32 years in the garment industry Sal Macaluso launched the eFashionCentral.com Internet marketing program in October 2005. The eFashionCentral.com program was conceived and created with an intimate knowledge of the unique needs and challenges of full service specialty stores.

Sal's knowledge of virtually every aspect of our industry combined with the feedback of 150 full service specialty stores that are currently using the eFashionCentral.com program has resulted in Sal becoming the foremost authority in our industry on strategies that specialty stores can use to survive and even thrive on the Internet.

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**The eFashionCentral.com program is available by recommendation only so you will require a code to be able to sign up for the program. One of the sales reps above can provide you with their recommendation code. If you sign up on the eFashionCentral.com website you can either contact us for your SPC code or click on the Sign Up instructions link for further details.**