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## **TERCET HELPS VIVE LA FEMME ACHIEVE RECORD SUCCESS**

**Chicago...June 30, 2006** – The Tercet Group, a marketing and design firm in Chicago's West Loop neighborhood, announces that its multi-faceted promotional strategy for the Grand Opening of vive la femme's new location helped the boutique achieve the highest three-day sales numbers in its history.

Vive la femme is the only independent boutique in Chicago specializing in the latest styles for young women who wear size 12-24. Located in Bucktown on North Damen Avenue, the boutique needed to relocate to a larger space to accommodate its expanded inventory and better showcase its new identity. In the months leading up to the boutique's Grand Opening weekend, Tercet created and implemented a multi-faceted promotional strategy that included the following tactics:

- ∞ media relations
- ∞ direct mail postcard
- ∞ e-mail promotion
- ∞ on-site event management

Tercet began working with vive la femme shortly after the boutique opened in May 2002. Tercet initially managed vive's media relations program, but eventually expanded its involvement into a full-scale promotional program that included event planning, identity development and direct marketing.

"It's been exciting watching vive la femme develop over the past few years into one of Chicago's most unique retail destinations," said Terri Scales, one of Tercet's principals and the primary account manager for vive la femme. "We're proud to have played an active role in helping the shop achieve success and build such a strong brand."

### **"Good Things Happen in Threes": About The Tercet Group**

Since 1999 The Tercet Group has worked with companies of all sizes and industries to help them attain their business goals as their marketing communications partner. Tercet was founded on the belief that marketing communications shouldn't cost a fortune and comes full circle...in other words, there is an undeniable relationship between an agency, its clients and the people with whom these clients do business. For more information visit [www.tercetgroup.com](http://www.tercetgroup.com) or call 312.432.7550.