

FOR IMMEDIATE RELEASE

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MINGLE ON UNION STREET

San Francisco, California — Union Street has a new art and fashion destination. Mingle brings together a talented group of emerging designers and artists for a unique shopping experience. Mingle's owner, Mimi Ting, selects the designers and artists featured in her chic space. Mimi's passion for style and ability to find the next big thing provides Mingle with something other stores don't offer — hip, wearable clothing with an exclusive twist.

Since many of Mingle's collections are handmade by the designers, some items are one-of-a-kind. Others will be available in certain fabrics and prints for only a limited time. Friends will still be able to run out and buy the must-have top her best bud just bought, but it may be in a different color or print. Mingle is the ideal shop for fashionistas who insist on wearing the hottest styles, but love having something slightly different and original. You will certainly find the latest trends, but since items are so unique you can wear them knowing the chances are slim of showing up at a party and spotting your outfit on someone else.

Some of Mingle's designers already have a loyal following in New York and L.A. Michelle Frantz's Hand Maid designer bags can be seen on the arms of Hollywood celeb trendsetters. Other up-and-coming but somewhat established lines available at Mingle include Christopher Deane, Harvey's, and Caffeine. Indie fashion junkies can definitely get their fix with designs from Marco Marco, Southavong by Tony Sannanikone, and Erin Mahoney. The list of fantastic emerging designers also includes Evarize, Replika, Jeges Designs, House of Mamasan, N.A.N. handbags, and more to come.

Another unique aspect of Mingle is its partnership with Brigata International Inc. A family-owned apparel business for 35 years, Brigata will support selected Mingle designers by providing resources to launch their lines on a larger scale. This collaboration between Mingle and Brigata will assist those designers interested in unveiling their brand to specialty and department stores nationwide.

Mingle primarily caters to women, but does have an inventory of men's fashions. Women's fashions currently include flirty tops and dresses, urbanwear, jersey knits, handpainted silk scarves and dresses, lightweight cords and denim, and handmade denim skirts and pants. Not limited to clothing, Mingle also features accessories, jewelry, and lingerie. Belts and headbands by Cookie and the Dude are already hot sellers. If stylish underthings are what



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you desire, Mingle offers Porcelain Lingerie, designed by Jennifer Lynne. For jewelry lovers, Rena Tom's stunning creations will provide a splash of style and luxury to your everyday wear. Or perhaps the baubles of Karen Chrysiliou and A.K.A. Designs will find a home in your jewelry box.

New merchandise is arriving daily. Mimi will add hip items and rotate designers on a regular basis with the intent to provide shoppers with something refreshingly new. These designs will look right at home next to the big name brands in your closet. But as you field compliments and questions about your latest Mingle purchase, you'll know you're wearing something with a distinctive flair.

Wait! There's more. To satisfy your search for artwork Mingle rotates artists on a monthly basis. Paintings by Joshua Hagler and Tami Tsark are slated to be among the first of Mingle's fine-art offerings. If photography is your medium of choice, the work of Meghan Steffen and Michaela Montfort will surely catch your eye. You'll also find a great selection of music from local DJ's, like Derek Nidderly.

With so many things to offer, there is simply no good reason why you shouldn't stop by regularly. Mingle is open for business now, but an in-store grand opening soirée will be held on March 5th, 2005 from 3-7pm. Designers and artists will be serving up hors d'oeuvres and beverages and mingling with guests (of course). The first Mingle fashion show will be held at Mighty, 119 Utah Street, on March 24th, 2005 from 8-9pm.

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