



NALLY & MILLIE

Nally & Millie Pressbook

June, 2006





NALLY & MILLIE: Company Profile

Founded in 1999 by co-owners James and Nally Park, the Nally & Millie label combines James' management expertise with Nally's talent for unique, trendy adornments. With designs strong in novelty and embellishment driven tops for women's contemporary wear, Nally & Millie bridges the gap between true Contemporary and Missy. By covering a wider market of 20's and up, even younger customers can afford the moderate prices that are generally higher than most retail prices in the junior's market. Nally's feminine and light-hearted designs incorporate bold colors and embellishments like crystals with everyday wear to create unique yet practical women's tops. With clothing that ranges from tops to print skirts to pant and hooded fleece sets and more, there's easily a thousand pieces in the collection.

Nally & Millie designs, cuts, sews, embellishes and finishes in-house, including details that are

so intricate they're done by hand. Proudly not a cookie-cutter operation, Nally & Millie still keep in-house production capabilities for quick deliveries to boutiques and small production runs. With on-line EDI capabilities, Nally & Millie maintains reliability in meeting delivery deadlines.

As a popular niche market supplier, Nally & Millie boasts an impressive shipping rate of \$500,000 to \$1,000,000 monthly in 2006. For the last five of their seven years, Nally & Millie has grown 20% every year, selling mostly through independent boutiques in the U.S. and Canada. With over 700 stores selling Nally & Millie, their strongest market is in the Southern United States and more than 70% of the business is gained from returning customers. Their creative and financial success has led to some free publicity in local magazines and an appearance from Nally on Dallas ABC morning television.





The Nally & Millie factory, in L.A.'s downtown garment district



James Park, President/Owner of M.X.F. Designs Inc. (dba) Nally & Millie

Originally from South Korea, James immigrated to the United States at age thirteen and discovered his passion for business and technology at *UC Santa Barbara* where he received his B.S. in Engineering. After excelling in retail sales and management in the personal computer industry throughout the mid-to-late 80's, James became the co-owner of a consulting and software developing company that focused on production tracking and management. With a strong determination to understand and utilize all aspects of the business world, James also trained in an import/export company in production development and marketing.

In May 1994, James' dedication to excellence finally paid off. As co-owners, James and Nally opened the wholesale and retail store, *Minha's*

in the Los Angeles Garment District. Carrying woman's clothing, accessories and fashion shoes, the company incorporated as *M.X.F. Designs Inc.* in 1999 and began making specialty items under different labels. The undeniable popularity of these items inspired them to create the Nally & Millie label which has since grown into its own success. A driving force behind the smooth operation of Nally & Millie, James is responsible for all managerial duties of the business – personnel, accounting, computers, information management and supervision of customer order processing and shipping. A dedicated businessman with great respect for his wife's talent, James ensures that Nally's unique designs always meet their destination and delivery deadline.





Nally Park, Designer/Owner, M.X.F. Designs, Inc. (dba) Nally & Millie



An immigrant from South Korea at age eleven, Nally learned the art of self-reliance early. She began working in retail, sales management and merchandising while still in high school, developing an eye for fashion and design over the years at companies like *Judy's*, *Contempo*, *Bullock's Wilshire* and *Ms. Amber's* in Hollywood. Determined to get a well-rounded on-the-job education in business and design, she also worked for an independent high-retail boutique covering every area including buying. Immersing herself in this industry infused her with a keen sense for fashion trends, current ones as well as the creation of future hits.

In May 1994, Nally's fluency in fashion retail combined with James' management expertise when they opened and co-owned the store *Minha's* in the Los Angeles Garment District. Successfully selling women's clothing, accessories and fashion shoes (retail and wholesale) led Nally and James to incorporate as *M.X.F.*

Designs Inc. in 1999. It was at this time that Nally's creativity and heightened awareness of upcoming popular fashion exploded. She began making specialty items under different labels that sold as quickly as she could make them. From this success, Nally & Millie was born.

Through diligence, hard-work and hands-on involvement, Nally designs and supervises all phases of production at Nally & Millie. Integrating novelty embellishments on women's tops is her specialty, but she never loses sight of practicality. She ensures her clothing is not only unique and creative, but also wearable and washable, creating trends that will last. Her success is evident, having been nominated for the *Atlanta Diva Award* and twice nominated, once awarded for the *WWD Dallas Fashion Award* in the Junior Contemporary category.



- *WWD Dallas Fashion Award, Junior Category, 2003*
- *Two-time Dallas Fashion Award Nominee*
- *Atlanta Diva Award Nominee*



NALLY & MILLIE

800 MCGARRY STREET 4TH FLOOR
LOS ANGELES CALIFORNIA 90021
TEL: 213-688-1450 FAX: 213-623-6937
WWW.NALLYANDMILLIE.COM

