



## ModCloth Hearts Their Customers

*Every day at ModCloth is customer appreciation day. Here are just a few ways ModCloth shows the love.*

Pittsburgh, PA (Vocus) January 19, 2010 -- At ModCloth, an online boutique specializing in decor and women's apparel including retro and vintage dresses, every day is customer appreciation day. But this season ModCloth has decided to help its shoppers beat the post-holiday blues by offering up a handful of cool promotions to show some extra love for their customers. Here's what's going on:

### Model Your ModCloth Contest, Jan. 11-29

Participants are invited to submit their outfit photos to the [ModCloth Style Exchange Flickr Gallery](#). ModCloth will select one photo to be featured in the Outfit of the Week blog post on the [ModLife Blog](#) during the week of January 31st. Contestants must submit photos from 1/11/10 to 1/29/10. Photos should showcase at least one ModCloth item - the more, the better! Only photos posted during this time-frame will be considered.

### Cabin Fever Sale, Starts Jan. 20 and runs for a limited time

Being snowed in got you down? Visit [ModCloth.com](#) and purchase all your favorite sale items!

### One-of-a-Kind Valentine's Day Sale, Feb. 3-7

Modcloth prides itself on showcasing vintage pieces on their site, and this collection will include a one-of-a-kind Valentine's Day stylebook just in time for the heartfelt holiday.

### Groundhog Day Grab Bag, Feb. 2

In celebration of Groundhog Day, ModCloth will be selling accessory-filled grab bags for \$15!

### ModSquad Conference Calls With Co-Founder, Susan Gregg Koger

The ModSquad is composed of ModCloth's most devoted customer-base. Hailing from around the world, these volunteers act as ModCloth brand ambassadors. As a special thank you, and a fun way to get to know each other, ModCloth has hosted a couple conference calls with the squad, allowing participants to chat with co-founder Susan Gregg Koger while providing an opportunity to ask questions about fashion and ModCloth. The first round of calls was such a hit that there will definitely be more in the future!

### Twelvies Tuesdays Customer Poll

Each Tuesday ModCloth has a special, themed sale where 12 products are discounted 12 percent. For this very special edition of Twelvies Tuesdays, ModCloth held a poll and let site visitors vote on which items would be discounted. The top 12 products were featured in the Twelvies Tuesdays sale on Tuesday, January 12th.

### About ModCloth.com:

ModCloth.com is an e-retailer that sells affordable independent designer women's fashion. They've attracted a large, devoted following through their unique selection of indie clothing and engaging promotions on the [ModLife Blog](#) and social networks. The company is founded by husband and wife team Eric Koger and Susan Gregg Koger.



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).