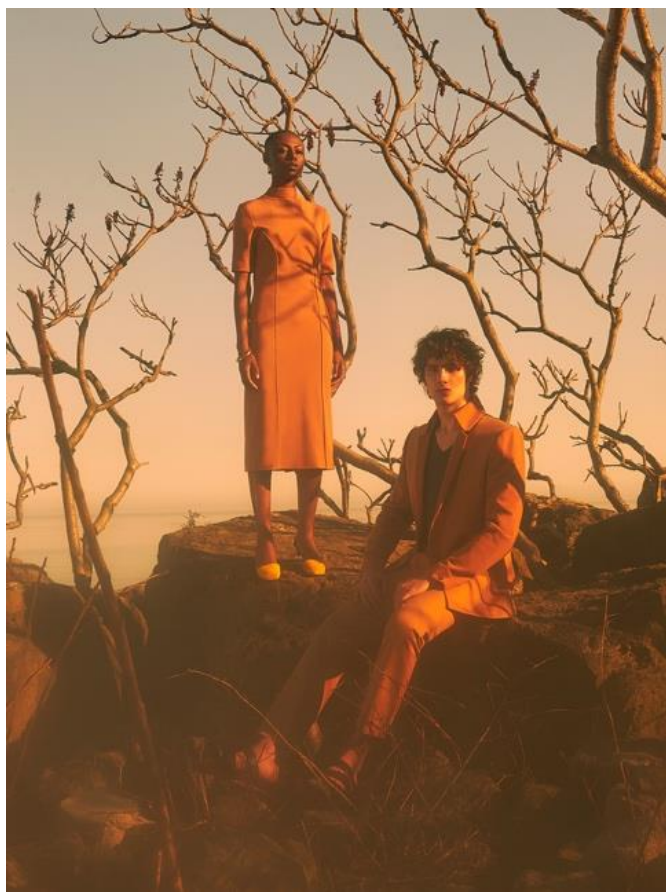


# MAYD ~~IN~~ CHINA y



**WE ARE PLEASED TO ANNOUNCE “*not your everyday*”  
POP UP SHOP**

**to be held at George Brown's FX, 63 Regent Park Blvd.,  
Toronto, on Thursday, February 13th, 2020 from 5 to 7 pm.**

We, MAYD IN CHYNA, a Toronto-based, high end FASHION BRAND together with George Brown College's Fashion Exchange (FX) will present an event that is intended to highlight the integration of our “production on demand” business model with a very real and tangible customer experience.

At this POP UP, GEORGE BROWN's innovative 3 D Digital Fitting Booth technology by Passen will be tested by MAYD IN CHYNA's customers whereby this groundbreaking collaboration will redefine the 'made to order’ production blueprint. Each customer will be provided with a personal digital image and a three dimensional recording of their body measurements which will be theirs to keep and which they can utilize at the POP UP when they purchase from the MAYD IN CHYNA collection.

This event will also feature an option for “made to order” customization of two of MAYD IN CHYNA'S newest collection pieces which will be launched exclusively at the POP UP.

**MAYD IN CHYNA is the FIRST ALL NORTH AMERICAN SOURCED, SUSTAINABLE AND ETHICAL FASHION BRAND that offers Ladies’ and Men’s Designer Apparel that: is 100% quality and luxury knits and wovens; is made of 100% USA grown and USDA NOP certified organic pima**

**cotton/upland cotton and OCIA certified organic naturally coloured cotton fibre; uses a 100% personally chosen and inspected supply chain; is 100% slow fashion; is GOTS certified, Oeko-Tex certified, Blue Sign certified and/or is manufactured using GOTS based processes. The pieces are vegan, classic and minimal in design, with impeccable construction and offer the softness and silkiness of raw unadulterated natural cotton fibre.**

**You are cordially invited to be a part of this special event and we would love the honour of your company**

**JOIN US at**

**63 Regent Park Blvd., Toronto, on Thursday, February 6, 2020 from 5 to 7 pm.**

*m. Teresa perna, (primary designer)*

*Giovanni m. perna, (co-designer)*

**MAYD IN CHYNA**

*w: [www.maydinchyna.com](http://www.maydinchyna.com)*

*e: [why@maydinchyna.com](mailto:why@maydinchyna.com)*

*p: 416-751-6962*