



DALLA

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Wednesday, March 1, 2017

Toronto and East York Community Council
City Hall, 2 nd Floor, West
100 Queen Street West
Toronto, ON M5H 2N6

RE: HOUSE OF DALLA request for City Resolution

Dear Council Members,

After headlining five seasons of Toronto Men's Fashion Week and being featured in the media both Nationally and Internationally from Vogue Italia to GQ Magazine to the front pages of the Globe and Mail — Toronto Designer, Hussein Shiraz of HOUSE OF DALLA has put Toronto menswear fashion on the global stage outfitting the likes of Pitbull, Sean Diddy Combs, The Weeknd, and UFC fighters, Alistair Overeem and Donald 'Cowboy' Cerrone. This event aims to provide an exciting fashion experience with DALLA's first stand-alone show at Polson Pier releasing a theatrical 50 look menswear collection featuring top male models, Nick Bateman and Don Benjamin.

This event will be attended by both local and out-of- town visitors due to the celebrities associated with the event and looks to create a unique vibrant experience for the city of Toronto.

The DALLA Collection III Show, this event will be a theatrical menswear showcase with 50 look collection providing a full 360 degree immersion within Rebel Nightclub at Polson Pier. The DALLA Collection III Show will be on Saturday, May 27th, 2017.

On behalf of the HOUSE OF DALLA, I am writing to request that you present the following resolution at City Council, as required by the Alcohol and Gaming Commission of Ontario:

- A resolution that classifies the DALLA Collection III Show as an event of municipal and/or community significance on May 27, 2017 from 730pm to 4am at Polson Pier.
- A resolution that allows Polson Pier as part of the DALLA Collection III Show to extend their liquor license to 4am on the evening of May 27th, 2017 to the morning of May 28th, 2017.

Thank you for your time and consideration in this matter.

Jonathan Siemens, Brand Manager and Michaelangelo Masangkay, Producer will be managing the event, all questions or concerns can be directed to them at 647-669-4302 or jonathan@houseofDALLA.com.

Alternatively, I can also be reached at 416-985-2544 or michaelangelo@houseofDALLA.com.

Sincerely,

Michaelangelo Masangkay, Producer

HOUSE OF DALLA

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