



August 21, 2009

My name is Allen Grasl, Visual Director for NAUTICA at the corporate headquarters in New York City. Designing new concepts for our showrooms, domestic and International Stores have been my scope of work during my 9.5 years at the company.

Last year we challenged ourselves to embark upon developing a new concept for our stores to help portray a new branding strategy. We had a concept and a photograph. With not much to go on, we contacted **James Kekanovich**, Project Director at Eventscape. James led us through the project and helped us take an idea into reality. The "devil is in the details" was especially true with this project. His ability to understand the level of refinement that were searching for made the outcome of this project a complete and overwhelming success.

The idea = floating columns of water. James professionalism during design development and construction was commendable. The process was smooth as he took us through each phase. This NAUTICA shop @ Macy's State Street flagship store, opened with sales jumping up 64 %. Our executive staff was excited to see the outcome and this shop has become a gem in our portfolio.

I would highly recommend James on other endeavors, as his innate design skills and understanding will benefit the projects he is involved in.

Best Regards,

A handwritten signature in black ink that reads "Allen Grasl".

Allen Grasl  
Visual Director  
Creative Services  
212.841.7131