

thirty-one™

AUGUST 2012  
CUSTOMER SPECIAL

# So much to cheer about in August

A new Spirit color and style, and a new way to make them your own!



FOR EVERY \$31 YOU SPEND, CHOOSE ANY

## SPIRIT COLLECTION ITEM FOR 50% OFF!

**Plus PERSONALIZATION  
IS ONLY \$5 ALL MONTH!**

Check the Summer Catalog to see which styles can be personalized.

**Introducing NEW ICON-IT  
FOR ONLY \$5 ALL MONTH!**

That's 50% off our regular \$10 price.

**See reverse for complete details about this month's special!**

To redeem the 50% off discount, enter \$31 or more in retail then add the item of your choice with an "S" at the end (ex. Retro Metro Bag at 50% off = 3218S). Valid for orders submitted August 1-31, 2012, only. Customer specials and Hostess rewards cannot be combined. Consultants: See [ThirtyOneToday.com](http://ThirtyOneToday.com) for monthly special ordering instructions.

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# All Spirit styles are 50% off with every \$31 you spend in August!

Each of the Spirit styles below is available in each of the six colors shown. (with the exception of the Varsity Scarf)



SHOWN IN SPIRIT BLACK

## A. ABOUT TOWN BLANKET

3244 [E]

**\$19.50 WITH EVERY \$31 SPENT IN AUGUST.**

Hook-and-loop fastener; nylon exterior; fleece interior. Approx. 59"L x 38"W



SHOWN IN SPIRIT NAVY

## B. ORGANIZING UTILITY TOTE

3105 [E]

**\$15 WITH EVERY \$31 SPENT IN AUGUST.**

5 exterior patch pockets; 2 mesh pockets with elastic top at sides. Approx. 10.25"H x 15.5"W x 6.5"D



SHOWN IN SPIRIT MAROON

## C. LARGE UTILITY TOTE

3121 [E]

**\$17.50 WITH EVERY \$31 SPENT IN AUGUST.**

Approx. 11.75"H x 21.5"W x 10"D



SHOWN IN SPIRIT ORANGE

## D. PICNIC THERMAL TOTE

3034 [E]

**\$17.50 WITH EVERY \$31 SPENT IN AUGUST.**

Exterior pocket; zipper closure; includes detachable strap; water-resistant thermal lining. Approx. 13"H x 11"W x 6"D

## E. VARSITY SCARF 4013 \$5 WITH EVERY \$31 SPENT IN AUGUST.

Available in Black, Golden, Green, Purple, Red, Orange. 100% cotton. Approx. 48"L x 6"W



CHEER



HOUNDSTOOTH



POLKA DOT



SHOWN IN SPIRIT GREY

**New for fall!**

## F. CINCH SAC

3039 [E]

**\$10 WITH EVERY \$31 SPENT IN AUGUST.**

Drawstring closure; exterior zipper pocket. Approx. 18.5"H x 14.5"W



SHOWN IN SPIRIT PURPLE

## G. RETRO METRO BAG

3218 [E]

**\$27.50 WITH EVERY \$31 SPENT IN AUGUST.**

2 exterior side pockets; interior zipper pocket and 2 flat pockets. Approx. 13"H x 10"W x 7"D

# Plus, PERSONALIZATION IS ONLY \$5 ALL MONTH!

Check the Summer Catalog to see all the styles that can be personalized.

## And, INTRODUCING OUR NEW ICON-IT FOR ONLY \$5!

With our NEW Icon-It personalization, you can choose your favorite icon below and add a name or phrase to go along with it!



BASKETBALL



CROWN



FLOWER



FOOTBALL



SOCCER BALL



VOLLEYBALL

### How To Order Icon-It:

Any style in the Summer Catalog that can be embroidered is available\* to be personalized with your favorite Icon-It symbol at no extra cost during the entire month of August! That means for only \$5, you can get an Icon-It symbol with embroidery\*\* to go along with it! Just select a thread color for your Icon-It symbol and a thread color for your embroidery and you're all set!

\*Three styles that can be embroidered are NOT eligible to be personalized with Icon-It. Those styles are the Large and Small Rectangle Basket Liners and the Mini Retro Metro Bag.

\*\*All Icon-It symbols will be paired with embroidery.

### Three new thread colors coming this fall are available early!

Check out page 47 in the Summer Catalog for a complete list.



BURNT ORANGE

FOREST GREEN

MAROON

We've got Spirit! Check out this video for some great Spirit-themed solution set ideas! [www.thirtyonegifts.com/august](http://www.thirtyonegifts.com/august)