

# Make your culture. Then make it last.

## WHAT IS A CULTURE BOOK?

The first Culture Book was created to answer the simple question, how do you actually define culture? Using real stories from employees, customers and partners, DH CEO Jenn Lim helped create Zappos' first series of Culture Books. It became an annual book that spoke to how a company can authentically live up to its culture, purpose and values.

## WHY MAKE ONE?

Now that Culture Books have been in print for over ten years, we've seen the benefits come in many forms. It's become a brand book for the world to see what your company represents beyond making profits. It brings pride from your employees, attracts new recruits because of your commitment to culture, and if done annually, it's a yearbook to show what's going well and how you can keep moving towards a company that's built on profits, passion and purpose.

### Inspire



Support the energy of a thriving workplace that everyone wants to be a part of, and attract top talent to join you.

### Connect



Your employees own your culture, let them show it! Foster strong team connections as well as organizational pride.

### Live



Capture the ways your employees are living your culture and cultivate team pride by celebrating them. Create a legacy and encourage your culture to embed organically.

### Measure



Measure the depths of your culture, as it is experienced by your employees on a daily basis. Find out what's been working, what is not – and how to scale and sustain your culture.

Have more questions about the culture book?  
We're here to share :]

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DELIVERING  
happiness™



# Sample Book

*C21's Century Speaks*

2015-2016

**CENTURY  
BREAKS**

*Century 21*  
department store

*Century 21*  
department store





# FOUNDERS

Century 21 Department Store was founded in 1961 by Al and Sonny Gindi (pictured above left-right). It started as a dream to build a store and take it into the 21st Century. Al and Sonny turned a small "five and dime shop" into a chain of department stores that is now a shopping destination not to be missed. Their sons (Raymond, IG, Eddie and Isaac) are now running the business and the original values and traditions have been carried to the next generation. This sense of family continues at Century 21 and inspires a culture where C21ers want to be part of the continued success that takes the Company far beyond the 21st Century.

In fact, that is where our name comes from ... Before the department store opened its doors in 1961, our co-founders heard about the upcoming World's Fair in Queens, and they took inspiration from an exhibit called "Century 21: The World of Tomorrow." To them, this name represented their vision for the store to grow and remain relevant throughout the centuries and that it did!

# CENTURY SPEAKS

SAMPLE

21

Century  
21





**WHO? WHERE?  
WHY? WHAT?**

# MAKERS

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No part of this book may be reproduced in any form without written permission from Century 21 Department Stores (also known as Century 21 and/or C21).

Please note that this book is a compilation of the personal recollections, images and perspectives of Century 21 employees about their work and careers at C21. This book is intended to share the views of individual employees and what Century 21 means to them. These views of our individual employees are their own views and not necessarily the views of Century 21 or its management.

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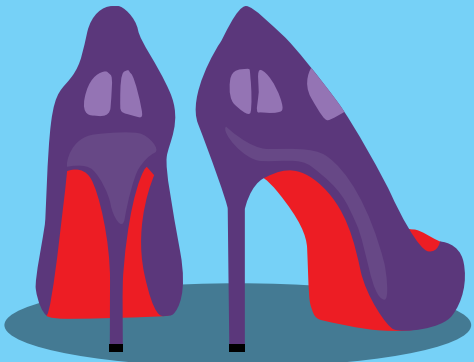
Century 21 Change Champion Leaders

Century 21 Flourish Inspiration Team

## **Printing**

Influence Graphics [influencegraphics.com](http://influencegraphics.com)

Disclaimer: Most of the submissions we received from C21ers were handwritten. We tried our absolute best to read the handwriting but in some cases, we just could not. Therefore, we did not include that submission, as we did not want to potentially change the meaning of the words. We also apologize in advance if there are any misspelled names. Lastly, some submissions were excluded if they did not answer the posed question.



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left to right  
Isaac, Raymond, IG, Eddie

# FOREWORD

Welcome to the first edition of Century Speaks—a book that tells the story of our culture, the personality of our company and our shared values and practices, as defined by C21ers (our employees).

Last year, we sent a letter to C21ers asking them to provide us with a few sentences that explain what they have seen, heard, done or personally experienced as it relates to our Higher Purpose of Delivering Value to Live Better and/or one of our Core Values: Respect, Communicate, Teamwork, Honesty, Grow, Positivity and Amaze.

At Century 21, our Core Values are not just words on our walls as we practice them every day. We know that a culture starts with how we value one another and that it goes beyond what we say or what we do to how we make people feel that matters the most. We believe that communication is at the heart of all things, and we work as a team to make a positive difference. We take care of our community, starting with our family, our team and extending outward to our guests, and we believe in doing the right thing!

But ... don't take our word for it. This book is filled with examples of how C21ers are living our Higher Purpose and Core Values. So, except for typos, our book is unedited because we want it to be a true reflection of what C21ers think about our Company and our culture.

We hope you enjoy the 2015-2016 edition of Century Speaks, and the colorful, fun theme of pop art, which was chosen because the pop art movement made art accessible to everyone and Century 21 is doing the same for retail.

Thank you to our C21 family for sharing your stories with us. You are the heart and soul of Century Speaks and we could not have done it without you!

All the best,

The Gindi Family





Back row, left to right  
Mel Tucker, Larry Mentzer, Juan Lebron, Nancy Straface, Zuri Sultan, Mike Wolkoff, Mauro Calderan, Valentino Vettori

Seated, left to right  
Eddie Gindi, Isaac Gindi, IG Gindi and Raymond Gindi

“Growth isn’t easy; it takes real courage. I admire everyone that has gone above and beyond, outside of their comfort zone, and played a part in the incredible growth of Century 21. Let’s keep the momentum going!”

Raymond

“When we all work together as a team, there is no limit to what we can accomplish. I sincerely believe that this is the best team in the business, and every day we get even better. Together we are unstoppable!”

IG

“If we set goals and go after them with energy and spirit, we can and will reach amazing heights. It seems like only yesterday we were just two small stores, and every single day, I am amazed at how far we have come – thanks to all of you!”

Eddie

“Respect is a two-way street; it’s been part of our DNA since the beginning. Every day at Century 21, I see people getting respect and giving respect. We value one another, and that makes me proud!”

Isaac

“There are opportunities every day to connect, engage, and make a difference...Recognize that even the smallest things can have large, lasting and amazing impact!”

Juan

“More effective communication is a key to our success. One way to do this is to always listen with the intent to understand, instead of listening with the intent to reply!”

Mike

## C21'S EXECUTIVE COMMITTEE

“To communicate well, you must be open and honest, and also be an engaged listener. Be in the moment and you will really connect with your team in a meaningful way. Daily conversations build an environment of trust, and that’s when great things happen!”

Nancy

“We have accomplished so much at C21 because of the great teamwork that is demonstrated across our organization every day. We may be spread out through different locations but our collaborative spirit is what will continue to drive our success and growth!”

Mauro

“Being honest is always a positive thing as long as you act with respect. It may even make you feel vulnerable but if you surround yourself with others who share the same beliefs, you will always do the right thing!”

Valentino

“Retail is one of the most competitive landscapes in all of business. This fact challenges our capabilities forcing us to learn new techniques and master new skills in order to adapt and thrive in this environment. Growth and development is mission critical to our future success!”

Mel

“Positivity is a state of mind – an emotion, a feeling and a CHOICE. What has always made Century 21 a great place to work and an industry leader is the hopeful and positive vision for the future!”

Larry

“Respect means that we treat everyone the same way, whether he is the garbage man or the president of the University!”

Zuri

# DELIVERING VALUE TO LIVE BETTER

“Delivering Value to Live Better” isn’t a new concept for our company. This is a belief that our founders, Al and Sonny Gindi, had when they started the Company over 50 years ago. They took a stand on delivering value on amazing products so that our guests – no matter their income – could live better. They made it possible for everyone to afford beautiful, designer items.

This belief of “Delivering Value to Live Better” is essential to our continued success, and we strive to infuse it in all of our actions. That means delivering value to C21ers and our guests. Our Higher Purpose lays the foundation for how we work together to deliver value to each other so that we all live better.





# SKETCHING A CULTURE, WITH PURPOSE

Flourish, the combination of our Higher Purpose and Core Values, is our commitment to making Century 21 an incredible place to work. Flourish is not just a word – or an initiative – to us. Flourish is the air we breathe. It's who we are.

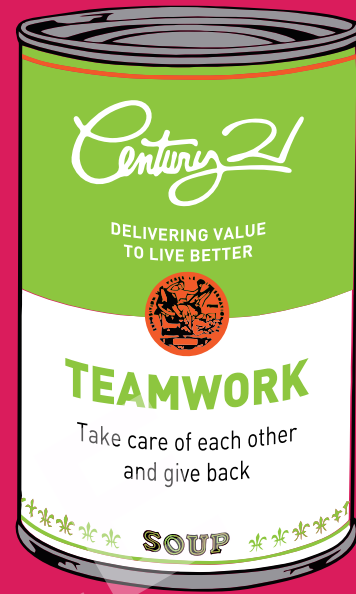


# LIVING A CULTURE THAT POPS— OUR CORE VALUES

Our seven Core Values, identified and created by C21ers, allow us to bring our Higher Purpose to life. These Core Values form the foundation on which we conduct ourselves and perform our daily jobs. They are the roots that ground us as we reach for our Higher Purpose and the standard for how we interact with each other every day in everything we do.

We feel strongly that these Core Values are a way that all of us can create an inclusive, sustainable culture where everyone can grow and thrive!







# OUR HISTORY

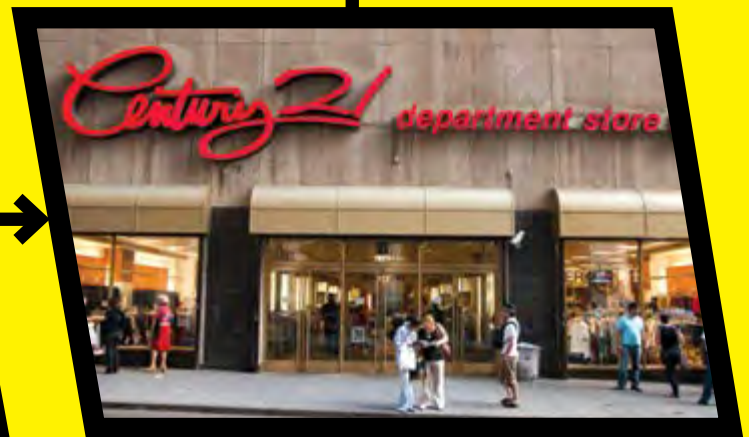
**1961 FIRST STORE OPENS**

Downtown New York



**1999 AFTER 30 YEARS**

Expansion Starts with Long Island



**1970's BARGAIN TO BEAUTIFUL**

The Store is Transformed

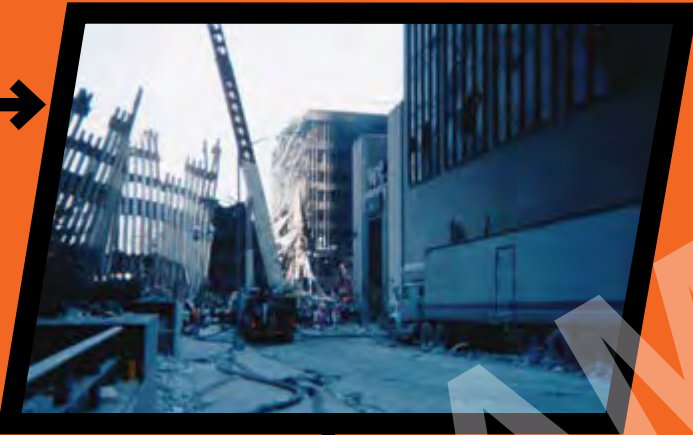
**1990 FLAGSHIP STORE EXPANDS**

Takes over Woolworth Location

The original flagship store in Downtown, Manhattan opened in April of 1961 at 12 Cortlandt Street as 3 floors totaling 6,000 square feet. Years later, Century 21 extended the store onto Church Street into the East River Savings Bank. The store is now 220,000 square ft. and 7 floors.

## 9/11 2001 REVITALIZING DOWNTOWN NY

Rebuilding the Store and Community



## 2010 QUEENS

Rego Park Store Opens

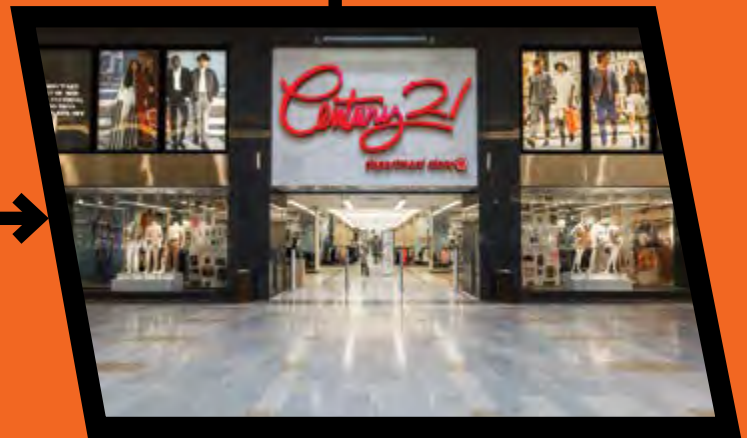


SAMPLE



## 2002 MORRISTOWN

Fourth Store Opens



## 2006 PARAMUS

Fifth Store Opens in Paramus



## 2011 LINCOLN SQUARE

Century 21 Goes to the Opera



## 2014 CENTURY IN PHILLY

Philadelphia Gets Century 21



## 2011 DOT COM LAUNCHES

Century 21 Enters the Cyber Age

## 2013 JERSEY GARDENS

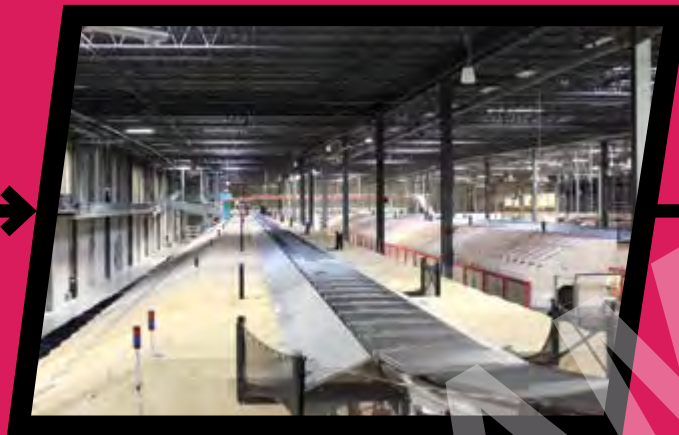
Century 21 Heads Back to Jersey

Century 21 Department Store, a NYC icon for more than 50 years, is legendary for its exceptional offering of designer brands at amazing prices. Century 21 remains a leader in high-end off-price fashion retail, offering men's, women's and children's apparel, footwear, outerwear, lingerie and accessories, along with beauty and home goods at select stores and online at C21Stores.com.

We are headquartered in Downtown Manhattan with 10 stores total (as of the date of this publication). Locations in New York include Lincoln Square, Brooklyn, Queens and Long Island. There are three stores in New Jersey: Paramus, Morristown and Elizabeth. We opened our first store outside of the New York Metro area in Philadelphia, Pennsylvania and have plans to continue to expand in new markets.

## 2015 ADC

New Automated Distribution Center Opens



## 2015 GREEN ACRES

Green Acres Store Opens



**2016 —**  
**THE FUTURE IS CENTURY AND GROWING**







# C21 SUPERHEROES...

**We asked C21ers to provide us with their thoughts on what they have seen, heard, done or personally experienced as it relates to our Higher Purpose and/or Core Values?**

## MARILYN M

C21er since 1995

My proudest day at Century 21 was the day the NY downtown store reopened for business after 9/11. After the horrific events of 9/11, the entire Century 21 team banded together to exemplify every one of our core values. We spent months working tirelessly to rebuild our infrastructure, clean, re-fixture, and re-merchandise the store. On the day we reopened, the customers were lined up outside all the way around the block. All the employees stood ready inside to greet them. When we opened the Cortlandt Street doors and the customers started pouring in, simultaneously the Century 21 employees and the customers started to clap in unison to celebrate the reopening. This was definitely my most emotional and proudest moment as a Century 21 employee.

## THEO S

C21er since 2006

Since I started here, I have seen this company grow from 4 stores to 10 stores (plus ecommerce). Our culture, brand and impact on the community have grown, and that truly amazes me!

## EDDIE G

C21er since 1979

At Century 21, I see our C21ers at all levels living our core values every day. There are so many great examples of our people helping each other, our guests and our community. Giving to each other and to those outside our stores who are in need. One great example is our NY Downtown store V.P. Paul K., who every holiday season collects money and personally helps fellow teams members who can't feed their family on Thanksgiving. He also collects from our teams to aid C21ers so they can buy gifts for their loved ones and have a very Happy Holiday. He makes such a difference in their lives.



## BETH M

C21er since 2015

I have been with C21 for less than a year, but from my very first phone call to talk about the role I am currently in, I knew this was an organization that cared about their people both inside and outside of work. I was made to feel welcome from the very beginning and have already established amazing connections with C21ers across the Company. I feel appreciated and recognized on a daily basis and that is rare to find!

## LINDSAY N

C21er since 2011

Human Resources makes it their mission to Deliver Value to Live Better every single day. Every day I feel respected and appreciated by everyone I interact with from the owners of the company to the team members in our store. It is part of my job to communicate openly and efficiently and the communication in this company has vastly improved from where it was when I first started. At Century 21, no matter what position you have, you will work together as a team day in and day out to get your job done. I truly believe that the strongest asset the company has is the people. We have tenured people with amazing experiences and fabulous stories as well as new comers with fresh ideas. I am so honored to work with the people I do because they make me better and inspire me. We are honest people who act with integrity and always do the right thing. If you work hard, you will be recognized and the company

will allow you to grow. Whether that is giving you the opportunity to take on new challenges, be a part of a development program or getting promoted. The company invests in their people. Through success, team collaborations and celebrations, our teams are positive and engaged. It is wonderful to know that everyone's goal is the same whether you work in the DC, Corporate Office or on the Sales floor - we strive to provide an AMAZING experience to our internal and external guests.

## STUART N

C21er since 2002

Company now has a "common platform" for dialogue across all levels. "Flourishment" is like a common currency used by all team members.

## LINDA F

C21er since 1998

I have worked here for many years. I have been in retail since I was 18 years old. I love coming to work here every day. I learn something new each day. I get to speak to fellow employees in all areas of the company. This has helped me become a more outgoing person. I talk about my job all the time and what a great company this is to work for. I also talk to customers in my job. I try to solve their problems as best as I can. I have come across some of the nicest people working here. They care about others and they show it. When my husband died 5 years ago, there was such an outpour of compassion for what I was going through. The

people here are one of the reasons that I could keep going at that time. This place has become part of my family. I am behind the scenes most of the time but when I'm not, everyone greets me as if they see me every day and we are friends. Great place to work and shop. Hope to be here for many years to come.

## HEATHER C

C21er since 2010

Having a positive outlook is one of, if not the most important, core value to exemplify. As an employee of C21, our team and fellow leaders look up to us for positive reinforcement. Being proud and positive to my team only becomes infectious and helps make each and every day a better one. People observe body language and how you speak and greet one another. They love to see positive energy! Greeting people, and recognizing and reinforcing positive aspects of their day to day functions, encourages fellow team members to only work better.

## SANDRA L

C21er since 2014

Teamwork, Teamwork, Teamwork! I work with such a fabulous team. Not only do they put in 1000% to their own job, but they assist other members of the team when issues arise. No one here says "it's not my job". They say "How can I help".

**MARK O**

C21er since 2015

I have only been here a short time but I am amazed how people are valued and seen as our company's biggest asset! Everyone is not treated like family but are family!! I have been in retail for over 25 years and people always talk about valuing the people they work with but here at Century 21, we live it! I couldn't have made a better career move....or personal move coming to Century 21!!! After 25 years, I am finally home!!

## LOREN S

### C21er since 1993

Working for C21 for over 22 years, I am privileged that I have had the opportunity to witness the amazing growth of the company. Within months of me starting to work for Century 21, I moved from the selling floor to a Human Resource Assistant in the Brooklyn location. After I graduated college, I was promoted to the Assistant HR Manager in the Distribution Center. Then, over the years, I worked in various roles within HR such as the HR Manager of the NY location, NY Corporate HR Manager and today, I am the Director of Human Resources. I owe my success to the strong and committed leaders I have had the honor to work beside over the years. Without them, I would not have the privilege to work for such an amazing company. They recognized my hard work and dedication to the company by believing in me, respecting me and investing time in me to make me grow and flourish. We, as a company, have come so far in trying to make Century 21 a great place to work. Together as a team, we can and will make Century 21 a great place to work because I truly believe that it is.

## RUTH P

### C21er since 1997

My name is Ruth and I have been with the company for a little over 18 years. During this time, I have seen the company and staff grow from approximately two stores and a warehouse into an additional 8 more

stores and a total of 4 warehouses, including our out of state stores. I have seen employees grow through training and promotions. In the past, I was involved in training and most currently have been taking advantage of the Excel Training Program.

As shop steward, I was given the opportunity to create a group of "committee members". The SDC and HDC Committee Members was formed from volunteers and elected team members from different depts. This committee has helped in proposing ideas from their fellow work associates to help bring a better and safer work environment.

The company has also given me the opportunity to create the "C21 Message Board". On this board, I put up pictures of the team members at work and/or enjoying holiday lunches from the Company or amongst the departments, which may include birthdays, baby showers, retirements, etc. I have found that team members enjoy spending time together sharing each other's dishes. They also enjoy seeing their pictures posted and the fun that could be had by all. Another enjoyable event is the annual BBQ at the DC. The team members eat, dance and socialize with their fellow co-workers. A good time is had by all during the contests and give-a-ways.

## NANCY S

### C21er since 2014

The core values and higher purpose guide us through all our interactions and decisions. They define us as an organization and bring work to another level. There are examples big and

small of how c21ers are living our core values and higher purpose from the humility and integrity of our owners to the teamwork and positivity of our Store, DC and Corporate teams. In every smile, act of kindness and offer to help our core values come to life.

## KIRA V

### C21er since 2012

Since I started with Century, I have personally witnessed the C21 transition to a company that is going to be, one day, a Great Place to Work. C21 has helped guide and grow my career. I'm proud to be at a company that allows me, and encourages me to reach beyond my goals.

## FELICIA F

### C21er since 2013

Since I have started with this company, I have seen so much growth and change for the better. I feel so lucky to work with so many honest hardworking people. It makes coming to work such a positive experience.

## PAUL K

### C21er since 2012

Rewarding....Able to have an impact on people.....Being a coach and a trainer.....Being a contributor and part of something that is growing! Refreshing to be part of an organization that it's ownership and Senior Mgt. are "Open to Listen"! A company that has a "HEART"!



## COURTNEY B

C21er since 2010

Century 21 is an amazing company because of the dedication of the Gindi family. They are passionate enough about the business to take risks when they realize that these risks can lead to being able to do business better. They are flexible and ready to jump on board with technology and culture as it changes. To be successful, Century 21 realizes a company needs to be motivated by something beyond financial success.

Since starting in 2010, I have had the opportunity to watch the company grow and develop into the company we are today. So many changes have taken place and great strides have been made, and I feel that it really started with the Flourish initiative. I had the opportunity to be a V2B (Values to Behaviors) facilitator last year and I am a part of the Change Champion team. Through both of those roles, I advocate for the C21 Flourish initiatives and help to impact the morale of the buying and planning teams.

From day 1 of my career here at Century 21 Department Stores, I was welcomed with open arms. My co-workers were friendly and smart, to say the least, and they treated me as a valuable part of the team from the start. Above all, it felt like everyone was part of one big family, and it still feels that way. I love working at C21 and I want to help others feel the same way. I feel at home when I am at work. And shouldn't it feel that way? I think so!

## ANONYMOUS

I arrive to work EVERY day with a positive attitude and a smile. I make every effort to greet all Team Members and guests with a smile too. I love to give positive feedback and acknowledge hard work to the TMs, which helps promote confidence and encouragement. I believe smiles are contagious and if you can smile through the day it makes the day better and work more enjoyable.

**KAREN M**

C21er since 2003

I have had Team Members stop and thank me for simply putting on a channel they can enjoy while taking their breaks. It is amazing what a simple gesture can do for the chemistry and morale of a company. I am so proud to work for a company that will stop at nothing to ensure all their employees feel valued and appreciated. After all, we are a team, no one piece better or more important than the other. Together we can achieve greatness every day.

## ANONYMOUS

C21er since 2014

The ladies division has created a positivity wall to help morale, positivity, and build relationships in our division and on our whole floor.

## ANONYMOUS

C21er since 2015

My experience at Century 21 has been a good one. I enjoy the working environment, for the most part, and everyone is friendly and nice. I'm a cashier and I've been here for a couple of months. I couldn't be anymore comfortable or happy working here. Sometimes guest can be annoying or a pain in the you know what, but I think that's what makes those experiences into memories. Give and you shall receive. Keep that in mind.

## ANONYMOUS

C21er since 2015

What I have seen in the company is great teamwork. At other jobs I've had, the idea of "teamwork" is given but not enforced. At Century 21, it is ideal and practiced.

## ANONYMOUS

C21er since 2015

I've only been here a few months but I've gotten close to many people. I'm grateful for the welcoming arms I was given. I'm also grateful for the experience.

## ANONYMOUS

C21er since 2015

I never felt as welcomed and comfortable at a new job as I did after my first week at Century 21. I knew this was going to be a nice place to work. Then, a few weeks later, the Town Hall meeting was held. I couldn't believe it! Owners and executives who want to share information and care about their employees' opinions! I knew for sure I was in the right place!!



## ANONYMOUS

C21er since 2015

What I have seen in the company is great teamwork, and at other jobs, I've had that idea of "teamwork" given but not enforced and in Century it is ideal and practiced.

## ANONYMOUS

C21er since 2015

I've only been here a few months but I've gotten close to many people. I'm grateful for the welcoming arms I was given. I'm also grateful for the experience.

## ANONYMOUS

C21er since 2015

The overall presence is welcoming and respect is there along with positivity. Moving up in the ladder needs to be quicker for part-time employees.

## ANONYMOUS

C21er since 2015

I have seen guests come back more than one time in one week. I have seen some team members help out others when they are unsure of something.

## ANONYMOUS

C21er since 2015

Amaze. I love to see our clients amazed at our products and most of all, our services.

## ANONYMOUS

C21er since 2015

My experiences are working hard helping out my team members and customers. I love how the team gives me respect and gives me the reason for what I did wrong. I give out positive energy to people always giving out correct answers to whatever they needed.





SAMPLE

# OUR LOCATIONS

Century 21's locations include our retail stores, distribution centers and corporate offices that are spread out through New York, New Jersey and Philadelphia. Even though we don't all sit in one location, we are one big Century 21 Family and, as we grow, that will never change.

Each of our stores is unique in its own way but what remains consistent is the great value of high-quality merchandise, and our commitment to provide our guests with the best experience possible when they visit our stores.

Our distribution centers are instrumental in getting merchandise to our stores and, essentially, "delivering" a quality product to our guests.

Our corporate employees are always looking for ways to grow and deliver value to all of us, working behind the scenes to ensure that our stores and distribution centers are fully supported.







"We are proud of the Century 21 family's commitment to remain in Lower Manhattan and continue the success that has made this store an international phenomenon. Century 21's commitment to being a part of the return of Lower Manhattan is nothing short of amazing, and we are grateful for their perseverance."

—Mayor Michael R. Bloomberg



# C21 GIVES BACK

Our Century 21 flagship location in downtown Manhattan became an emotional focal point during and after the September 11 attacks. The store was evacuated after the first plane hit the World Trade Center, and the interior was heavily damaged from the collapse of the twin towers. Initially, we were not certain that the store would be rebuilt, but our owners opted to remain at the same site to help revitalize the Downtown community. The store was renovated and reopened six months later. Thousands of people waited hours on the morning of the reopening so they could have a sales receipt from that day.

After rebuilding, Century 21 made a commitment to support the surrounding community and established a partnership with the non-profit organization, Tuesday's Children, to raise money for programs and services for the families and children impacted by the 9/11 tragedy.

Century 21 Executive Vice President and one of our owners, Eddie Gindi, wrote and recorded an exclusive single titled, "Survivor Tree" commemorating 9/11 that raised over \$275,000 for Tuesday's Children and hit #1 on the Billboard Singles Sales Chart. Then in 2014, Eddie and his band, Men In My Head, teamed up with award winning rapper, entrepreneur, actor and producer Curtis "50 Cent" Jackson to collaborate on a song to benefit the same charity.

As a Company, we strongly believe in giving back and commend our C21ers for supporting their local communities at volunteer events to raise funds for very worthy organizations.



In September of 2015, the internationally famous, Academy Award nominated filmmaker and street artist, Mr. Brainwash, unveiled his inspired interpretation of New York City's beauty in a 65ft by 225ft mural comprised of iconic New York City sights and scenes. A year in the making, his 2nd mural on the wall of our legendary and flagship downtown New York store, represents the beauty he wants the world to see about New York; projecting a forward thinking remembrance of September 11th. It is very rewarding at C21 to give back to the community through artwork.







People walking by our store had the opportunity to write notes on a white sheet of paper that stretched along the bottom of the entire mural.

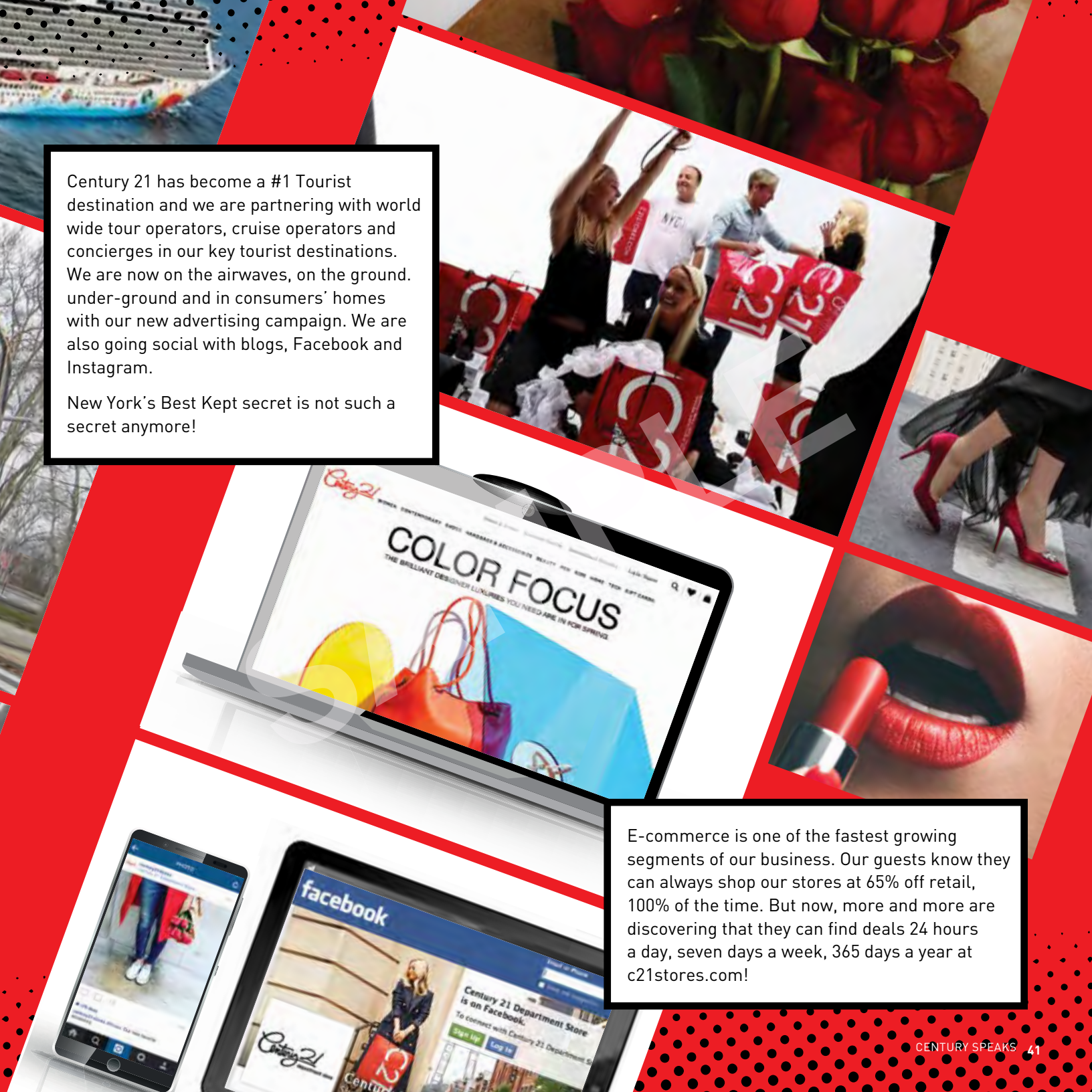


# PAINING THE TOWN





Our marketing campaigns are created to deliver clever and witty messages while still feeling on-trend and fashion focused to our guests on how Century 21 Department Store offers amazing brands for less. The value message throughout our campaigns is a great way to express our Higher Purpose of "Delivering Value to Live Better" by using new tag lines such as "On Trend, Off Price" and "Spend Less, Style More."





Century 21 has become a #1 Tourist destination and we are partnering with world wide tour operators, cruise operators and concierges in our key tourist destinations. We are now on the airwaves, on the ground, under-ground and in consumers' homes with our new advertising campaign. We are also going social with blogs, Facebook and Instagram.

New York's Best Kept secret is not such a secret anymore!



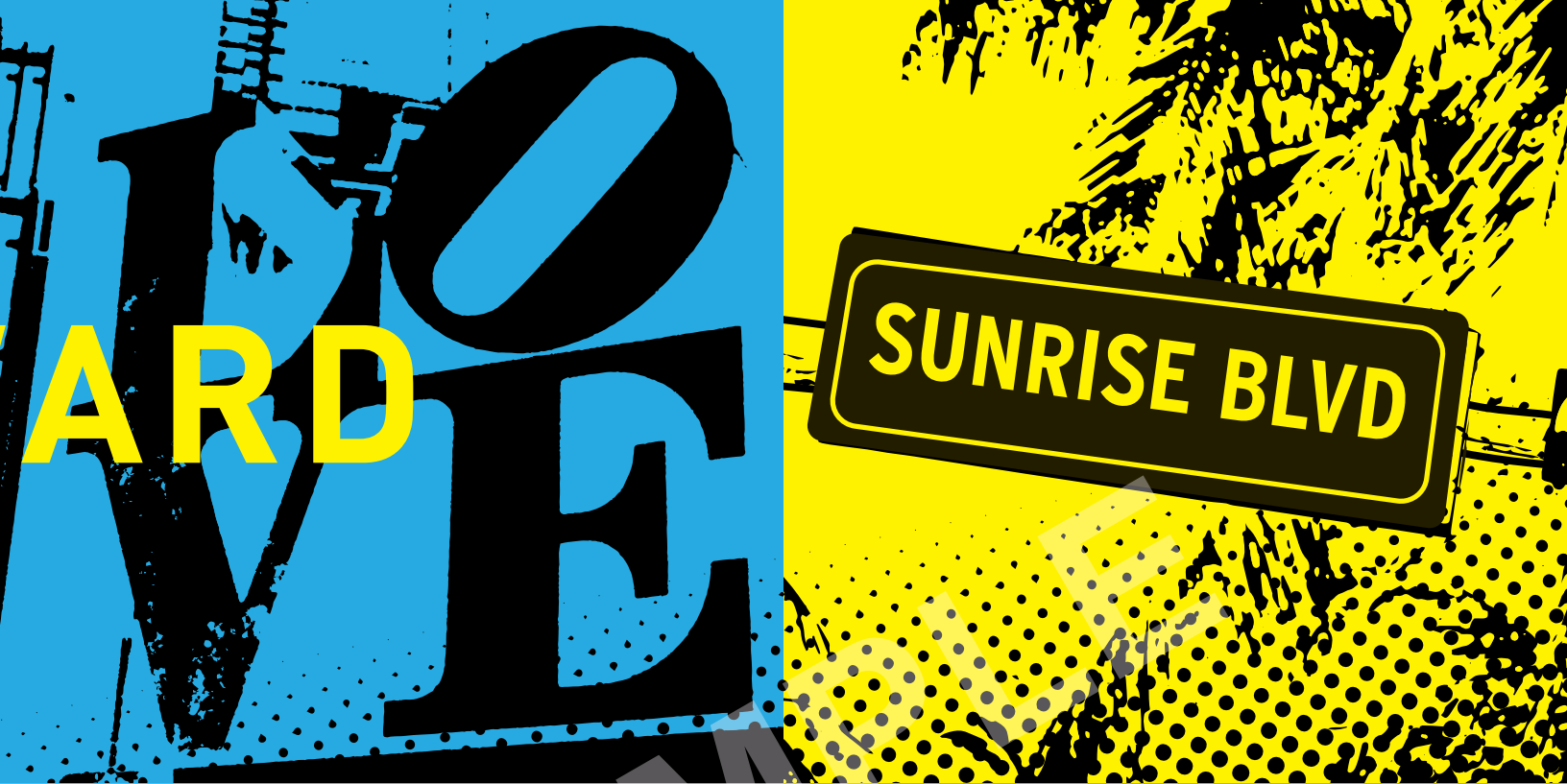
E-commerce is one of the fastest growing segments of our business. Our guests know they can always shop our stores at 65% off retail, 100% of the time. But now, more and more are discovering that they can find deals 24 hours a day, seven days a week, 365 days a year at [c21stores.com](http://c21stores.com)!





# CHANGING COLORS, MOVING FORW

Moving forward, we are opening new stores in New York and New Jersey and becoming a national chain with a store opening at the famous outlet center, Sawgrass Mills, in Sunrise, Florida. We are investing in state of the art equipment, in our distribution centers as well as our corporate offices, to support our growth into the future. We are always working to improve the guest experience and we are focused on creating a better workplace where C21ers feel valued, respected and connected, and where they can flourish.



## Global Influence

More than 50% of the shoppers at our Downtown location are domestic and international tourists. Guests are often seen buying large suitcases to fit the items they purchased at Century 21. Our iconic shopping bags have also been spotted around the globe.



**ANONYMOUS**

**I love**

SAMPLE

The background features a series of blue radial lines that converge towards the left edge, creating a sense of depth and movement. A large, semi-transparent watermark with the word "SAMPLE" is oriented diagonally across the center of the page.

this place.



## We hope you enjoyed our book!

Our goal in creating **Century Speaks** was to capture, celebrate and sustain the culture we are building at Century 21 and although our journey is just beginning, we are inspired by the real stories in our book and excited about the future.

A big thanks to our C21 Family for their contributions to **Century Speaks**.

**OUR  
JOURNEY  
IS JUST  
BEGINNING**





**DELIVERING VALUE**

**DELIVERING VALUE**





department store

WE TO LIVE BETTER





**C21ERS  
WERE HERE  
2015-2016**

# QUESTIONS, COMMENTS OR FEEDBACK?

Please share your thoughts and ideas by writing to us at  
C21communication@C21stores.com.

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Facebook: <https://www.facebook.com/century21stores>

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Pinterest: <https://www.pinterest.com/century21stores>

YouTube: <https://www.youtube.com/user/century21stores>

Google+: <https://plus.google.com/+C21stores/posts>

**DELIVERING VALUE**  
TO LIVE BETTER

*Century 21*  
department store