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3 **SulmeyerKupetz**
A Professional Corporation
4 333 South Hope Street, Thirty-Fifth Floor
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5 Telephone: 213.626.2311
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6

7 Bankruptcy Counsel for eStyle, Inc.,
Debtor and Debtor in Possession
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10 **UNITED STATES BANKRUPTCY COURT**
11 **CENTRAL DISTRICT OF CALIFORNIA, LOS ANGELES DIVISION**
12

13 In re
14 ESTYLE, INC., a Delaware corporation,
dba babystyle, Cadeau and Cadeau
15 Designs,
16
Debtor.
17
18
19 Tax Id # 95-4712564
20
21

Case No. 2:08-bk-13518-SB

Chapter 11

**NOTICE OF APPLICATION BY DEBTOR IN
POSSESSION FOR APPROVAL OF
EMPLOYMENT OF BANKRUPTCY
COUNSEL (SULMEYERKUPETZ)**

DATE: [No Hearing Required]
TIME: [No hearing Required]
PLACE: U.S. Bankruptcy Court
Courtroom 1575
255 East Temple Street
Los Angeles, CA 90012

22 **TO ALL INTERESTED PARTIES:**

23 **PLEASE TAKE NOTICE** as follows:

24 1. eStyle, Inc. (the "Debtor" or "Applicant"), debtor and debtor in
25 possession in the above-captioned chapter 11 case, has filed an application (the
26 "Application") requesting the Court's approval of the Debtor's employment of the law firm
27 of SulmeyerKupetz ("SK"), a professional corporation, as its bankruptcy counsel. The
28 Debtor submits that SK is well qualified to serve as its bankruptcy counsel. SK is

1 experienced and expert in bankruptcy, business reorganization, restructuring and other
2 insolvency matters. SK represented the Debtor with respect to restructuring, bankruptcy
3 and insolvency issues prior to the filing of Applicant's chapter 11 petition and advised the
4 Debtor in connection with the commencement of this case. SK is familiar with the legal
5 and financial issues and problems facing the Debtor.

6 2. SK has agreed to continue its representation of Applicant. The
7 Debtor believes is necessary to have SK employed as bankruptcy counsel in this chapter
8 11 case to represent it as debtor and debtor in possession. Such employment may
9 include the examination of claims with creditors in order to determine their validity; giving
10 advice and counsel to Applicant in connection with legal issues, including the use, sale or
11 lease of property of the estate, adequate assurance of utility providers, use of cash
12 collateral and postpetition financing, requests for security interests, relief from the
13 automatic stay, special treatment, payment of prepetition obligations, etc.; negotiation
14 with creditors holding secured and unsecured claims; preparing and presenting a plan of
15 reorganization and disclosure statement; objecting to claims as may be appropriate and,
16 in general acting as counsel on behalf of Applicant in any and all bankruptcy law and
17 related matters which may arise in the course of this case. Such services will concern
18 the rights and remedies of the Debtor with regard to the assets of the estate and with
19 regard to secured, priority, or unsecured claims which may be asserted in this case.

20 3. SK will charge the Debtor for services rendered at SK's ordinary
21 hourly rates in effect at the time the services are rendered. The Debtor will also
22 reimburse SK for expenses incurred by SK in the course of its representation of the
23 Debtor. SK understands that it is entitled to receive such amount(s) on account of its
24 fees and expenses as shall be approved by the Court. A schedule of the current rates
25 charges by SK is attached as Exhibit 1 to the Application.

26 4. The Debtor commenced this case by filing a voluntary chapter 11
27 petition on March 19, 2008 (the "Petition Date"). Applicant remains in possession of its
28

1 assets and is acting as a debtor in possession pursuant to 11 U.S.C. §§ 1101(1),
2 11007(a), and 1108.

3 5. The Debtor is multichannel retailer that sells maternity, baby and
4 kids apparel and toys, gear and related products direct to the consumer. As of the
5 Petition Date, the Debtor sells its products at its 23 retail stores, through its
6 babystyle.com website, and through a direct mail program.

7 6. SK was engaged by the Debtor as restructuring/bankruptcy counsel
8 prior to the Petition Date. SK provided prepetition services to Applicant with regard to
9 bankruptcy, restructuring and insolvency issues, matters and alternatives and the
10 preparation for commencement of a chapter 11 case by the Debtor. SK received
11 \$304,496.60 in funds prior to the Petition Date in connection with its representation of the
12 Debtor. Of that sum, \$158,643.80 constituted payment for fees for services rendered and
13 costs incurred prior to the commencement of the Debtor's chapter 11 case. As of the
14 commencement of the case, SK's unused retainer balance remaining was \$145,852.80.

15 7. The source of payments received prepetition by SK in connection
16 with its representation of Applicant was Applicant.

17 8. SK's representation in this case is strictly limited to representation of
18 the Debtor. SK does not represent and has not represented any other party connected
19 with this matter. SK does not represent any officer, director, or equity holder of the
20 Debtor, or any party other than the Debtor in connection with this case.

21 9. The portion of the retainer provided to SK not exhausted
22 (\$145,852.80) based upon services rendered and costs incurred as of the filing of the
23 Debtor's chapter 11 petition, has been placed into a separate account of SK subject to
24 disbursement according to the United States Trustee's Guide to Applications for
25 Employment of Professionals and Treatment of Retainers for the Central District of
26 California.

27 10. If you have not received a copy of the Application and wish to
28 receive one, you may obtain a copy by requesting it from the Debtor's bankruptcy

SulmeyerKupetz, A Professional Corporation
333 SOUTH HOPE STREET, THIRTY-FIFTH FLOOR
LOS ANGELES, CALIFORNIA 90071-1406
TEL. 213.626.2311 • FAX 213.629.4520


1 counsel, SulmeyerKupetz, 333 South Hope Street, 35th Floor, Los Angeles, California
2 90071; Telephone (213) 626-2311; Fax (213) 629-4520; email:
3 dperez@sulmeyerlaw.com; Attn: Debbie Perez. The Application will be promptly
4 provided upon request.

5 11. Pursuant to Local Bankruptcy Rule 2014-1(b)(2), if you wish to
6 object to the Debtor's employment of SK, you must file a written objection and
7 request for hearing, in the form required by Local Bankruptcy Rule 9013-1(a)(7), no
8 later than 15 days from the date of service of this Notice (see the date below).

9 You must file your objection and request with the Clerk of the United States Bankruptcy
10 Court located at 255 East Temple Street, Los Angeles, CA 90012, and serve your
11 objection upon SK at the address indicated in the upper left corner of the first page of this
12 Notice. If any such response is timely received, the Debtor will set a hearing date on the
13 Application and send out notice thereof. No hearing will be held if no response and
14 request for hearing is received. The failure to file an objection to the Application may be
15 deemed by the court as your consent to the relief requested therein. If you do not
16 oppose the Application, you need not take any further action.

17
18 DATED: March 27, 2008 Respectfully submitted,

19 **SulmeyerKupetz**
20 A Professional Corporation

21 By: 
22 David S. Kupetz
23 Attorneys for eStyle, Inc.,
24 Debtor and Debtor in Possession
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1 PROOF OF SERVICE

2 STATE OF CALIFORNIA, COUNTY OF LOS ANGELES

3 At the time of service, I was over 18 years of age and **not a party to this action**. I
4 am employed in the County of Los Angeles, State of California. My business address is
333 South Hope Street, Thirty-Fifth Floor, Los Angeles, California 90071-1406.

5 On March 27, 2008, I served the following document(s) described as **NOTICE OF**
6 **APPLICATION BY DEBTOR IN POSSESSION FOR APPROVAL OF EMPLOYMENT**
7 **OF BANKRUPTCY COUNSEL (SULMEYERKUPETZ)** on the interested parties in this
action as follows:

8 **SEE ATTACHED SERVICE LIST**

9 **BY MAIL:** I enclosed the document(s) in a sealed envelope or package addressed to the
10 persons at the addresses listed in the Service List and placed the envelope for collection
and mailing, following our ordinary business practices. I am readily familiar with
11 SulmeyerKupetz's practice for collecting and processing correspondence for mailing. On
the same day that the correspondence is placed for collection and mailing, it is deposited
in the ordinary course of business with the United States Postal Service, in a sealed
envelope with postage fully prepaid.

12 **BY E-MAIL OR ELECTRONIC TRANSMISSION:** I caused the document(s) to be sent
13 from the e-mail address dperez@sulmeyerlaw.com to the persons at the e-mail
addresses listed in the Service List, I did not receive, within a reasonable time after the
14 transmission, any electronic message or other indication that the transmission was
unsuccessful.

15 I declare under penalty of perjury under the laws of the United States of America
16 that the foregoing is true and correct and that I am employed in the office of a member of
the bar of this Court at whose direction the service was made.

17 Executed on March 27, 2008, at Los Angeles, California.

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19 _____
20 Debbie A. Perez
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SERVICE LIST

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OFFICE OF THE UNITED STATES TRUSTEE

Office of the United States Trustee
Attn: Ron Maroko, Esq.
Ernst & Young Plaza
725 South Figueroa St., 26th Floor
Los Angeles, CA 90017
ron.maroko@usdoj.gov
(served via e-mail)

REQUEST FOR SPECIAL NOTICE

General Growth Management, Inc., as Agent
Attn: Kristen N. Pate, Assistant Gen. Counsel
110 N. Wacker
Chicago, IL 60606
(served via u.s. mail)

The Irvine Company, LLC
c/o Ernie Zachary Park, Esq.
BEWLEY, LASSLEBEN & MILLER, LLP
13215 E. Penn St., Ste. 510
Whittier, CA 90602-1797
ernie.park@bewleylaw.com
(served via e-mail)

Wachovia Capital Finance Corporation (Western)
Attn: Robin Van Meter, Vice President
251 South Lake Avenue, Suite 900
Pasadena, CA 91101
robin.vanmeter@wachovia.com
(served via e-mail)

Wachovia Capital Finance Corporation (Western)
c/o William H. Kiekhofer III, Esq.
c/o Anthony J. Napolitano, Esq.
MAYER BROWN LLP
350 South Grand Ave., 25th Floor
Los Angeles, CA 90071
wkiekhofer@mayerbrown.com
anapolitano@mayerbrown.com
(served via e-mail)

Taubman Landlords
(West Farms Mall LLC;
Willow Bend Shopping Center LP, et al.)
c/o Taubman Realty Group Limited
The Taubman Company
Attn: Andrew S. Conway
200 E. Long Lake Road, Ste. 300

1 Bloomfield Hills, MI 48303-0200
aconway@taubman.com
2 **(served via e-mail)**

3 Westfield, LLC and
The Macerich Company
4 c/o Thomas J. Leanse, Esq.
c/o Brian D. Huben, Esq.
5 c/o Dustin P. Branch, Esq.
KATTEN MUCHIN ROSENMAN LLP
6 2029 Century Park East, Suite 2600
Los Angeles, CA 90067-3012
7 **(served via u.s. mail)**

8 **SECURED CREDITORS**

9 GRP Partners, L.P.; Oak Investment Partners, et al.
c/o Sara Stenberg, Esq.
10 DORSEY & WHITNEY LLP
Suite 1500, 50 South Sixth Street
11 Minneapolis, MN 55402-1498
Stenberg.Sara@dorsey.com
12 **(served via e-mail)**

13 Wachovia Capital Finance Corporation (Western)
c/o William H. Kiekhofer III, Esq.
14 c/o Anthony J. Napolitano, Esq.
MAYER BROWN LLP
15 350 South Grand Ave., 25th Floor
Los Angeles, CA 90071
16 wkiekhofer@mayerbrown.com
anapolitano@mayerbrown.com
17 **(served via e-mail)**

18 **20 LARGEST UNSECURED CREDITORS**

19 Atlas Paper Company
20 Attn Michael Finn Sales Rep
PO Box 2186
21 Woburn, MA 01888-9850
ajmazur@atlaspaper.com
22 **(served via e-mail)**

23 Bugaboo North America Inc
Attn: Dan Pennachio
24 12 W 23rd St 3rd Fl
New York, NY 10010
25 dan@bugaboo.com
paul@bugaboo.com
26 **(served via e-mail)**

27 Charlie Rocket
Attn: Bill Kahn or David
28 2861 W 7th St

- 1 Los Angeles, CA 90005
david@charlirocket.com
2 **(served via e-mail)**
- 3 Citizens of Humanity LLC
Attn Katie Mintz
4 5715 Bickett St
Huntington Park, CA 90255
5 katie@seashowroom.com
6 **(served via e-mail)**
- 6 Crocs Inc
7 Attn Sarah Chase
Dept 1887
8 Denver, CO 01888-9850
legal@crocs.com
9 **(served via e-mail)**
- 10 Crocs, Inc.
Attn: Sarah E. Chase, Associate Corporate Counsel
11 6328 Monarch Park Place
Niwot, CO 80503
12 schase@crocs.com
13 **(served via e-mail)**
- 13 Direct Marketing Solutions
14 Attn: Steve Benke
8534 NE Alderwood Rd
15 Portland, OR 97220
sbenke@teamdms.com
16 **(served via e-mail)**
- 17 Dream Int'l USA Inc
7001 Village Dr Ste 280
18 Buena Park, CA 90621
account@dreamiusa.com
19 **(served e-mail and u.s. mail)**
- 20 Epsilon Data Management LLC
Attn: Andrew Kaufman or Pierre Charchaflain
21 2550 Crescent Dr
Lafayette, CO 80026
22 andrew.kaufman@epsilon.com
23 **(served via e-mail)**
- 23 The Gilbert Company
24 Attn: Bill Williamson, Vice Pres., Supply Chain Solutions
15710 San Antonio Ave.
25 Chino, CA 91710
Tel: (909) 548-2930
26 bill_williamson@gilbertusa.com
namlaw@maersk.com
27 **(served via e-mail)**
- 28 J Hage Construction LLC

- 1 Attn Jordan Hage
21034 Heron Way Suite #104
- 2 Lakeville, MN 55044
E-mail: jhage@jhage.com
- 3 **(served via e-mail)**

- 4 J Hage Construction LLC
Attn Jordan Hage
- 5 4655 Nichols Road, Ste. 106
Eagan, MN 55122
- 6 E-mail: jhage@jhage.com
- 7 **(served via e-mail)**

- 8 Manulife Financial
Attn: Karen Gaines, Legal Dept.
- 9 865 S Figueroa St Ste 3320
Los Angeles, CA 90017
karen_gaines@manulife.com
- 10 **(served via e-mail)**

- 11 New Breed Logistics Inc
Attn: Richard Valitutto
- 12 490 Gallimore Dairy Rd POB 75635
Greensboro, NC 27409
rvalitutto@newbreed.com
- 13 **(served via e-mail)**

- 14 New Breed, Inc.
Attn: Dennis Hunt, Vice President
- 15 7900-400 Triad Center Drive
Greensboro, NC 27409
dhunt@newbreed.com
- 16 **(served via e-mail)**

- 17 New Breed, Inc.
c/o William J. Wall, Esq.
- 18 Best Best & Krieger LLP
3750 University Ave., Ste. 400
- 19 P.O. Box 1028
Riverside, CA 92502
William.Wall@bbklaw.com
- 20 **(served via e-mail)**

- 21 Newco International Inc
Attn Mark Johnson CEO
- 22 13600 Vaughn St
- 23 San Fernando, CA 91340
majofgpm@aol.com
- 24 **(served via e-mail)**

- 25 Oracle USA, Inc
PO Box 44471
- 26 San Francisco, CA 44471
jacqueline.chin@oracle.com
- 27 **(served via e-mail)**
- 28

- 1 Petunia Pickle Bottom
- 2 Attn: Braden Jones
- 3 305 S Kalorama St., Suite F
- 4 Ventura, CA 93001
- 5 braden@petunia.com
- 6 **(served via e-mail)**

- 7 Pickle
- 8 8929 Wilshire Blvd Ste 212
- 9 Beverly Hills, CA 90211
- 10 rib@pickledesign.com
- 11 **(served via e-mail)**

- 12 Robeez
- 13 7979 Enterprise St
- 14 Burnaby BC V5A1V5
- 15 Canada
- 16 **(served via U.S. mail)**

- 17 Robeez
- 18 c/o Mark Jetton
- 19 Mark_jetton@striderite.com
- 20 **(served via e-mail)**

- 21 Splendid Littles
- 22 c/o Mo Industries Inc
- 23 3751 S Hill St
- 24 Los Angeles, CA 90007
- 25 **(served via u.s. mail)**

- 26 UPS
- 27 Attn Hugo Tello, Acct Mgr
- 28 2930 Inland Empire Bl Ste 110
- 29 Ontario, CA 91764-4802
- 30 Tel: (909) 297-9493
- 31 htello@ups.com
- 32 **(served via e-mail)**

- 33 UPS Supply Chain Solutions
- 34 Attn: Bonifacio Gapultos
- 35 1515 West 190th Street, Suite 300
- 36 Gardena, CA. 90248
- 37 bonifacio.gapultos@ups-scs.com
- 38 kelly.huang@ups-scs.com
- 39 **(served via e-mail)**

- 40 Internal Revenue Service
- 41 P.O. Box 21126
- 42 Philadelphia, PA 19114
- 43 **(servered via u.s. mail)**

- 44 Internal Revenue Service
- 45 Insolvency I Stop 5022
- 46 300 North Los Angeles Street, Room 4062

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