Internalized subject lines, or even english subject lines containing special (e.g. Windows) characters, are encoded using a mechanism that requires the subject to have the form =?character-coding?q?text-of-subject?=. That makes your requirements impossible to meet for non-english text. See RFC 2047 (**http://www.faqs.org/rfcs/rfc2047.html**). You may want to clarify that it's the first non-meta information in the subject, or give more leeway for initial text (not to mention Fwd: or Re: type items).

I'd also point out with a prefix that long, having anything readable in the subject line of a list of emails is going to be difficult. Not the end of the world, but probably annoying to some people.

Finally, I can't find any description of how the "brown wrapper" is going to work. Are you expecting them to just put a bunch of blank lines in the message and guess how big the user's screen is so that it won't be seen without scrolling? Putting the images in a separate attachment (e.g. a zip) does *not* seem like a good idea in today's viral environment.
--
Kee Hinckley