

**FOR IMMEDIATE RELEASE**

***COAT TALES***

**Montreal, Quebec – November 5, 2007** – Get ready to pull the wool over your shoulders in this season’s essential wool coats. Hot on the comeback trail, wool coats take the season by storm featuring closer to the body silhouettes as well as statement making details.

“If you’re in the market for a new coat, consider wool this winter,” states Cathy Wilson, Laura Division Outerwear Buyer for Canadian women’s retailer Laura Canada. “In addition to offering warmth, this season’s wool coats are far from ordinary with new neckline details, subtle regimental influences, and eye-catching accents such as oversized buttons,” continues Wilson.

With the cooler temps upon us, you’ll be marching to the beat of your own drum in a wool coat with military references including double breasted closures, epaulette detailing and funnel necks. Other important details and looks include pea jackets, face framing wing collars, patch pockets as well as tab closures. Wilson also cites belted styles as a key look this fall. “With the waist being in such sharp focus this season, we are seeing belted styles in both wool and other outerwear fabrics.” If your preference is for a coat with cleaner lines, Wilson recommends a beltless wool coat in either boy or lab coat styling.

Expect to see black, brown and grey to dominate the colour palette with red being the accent colour of choice. Novelty textures such as boiled wool as well as houndstooth patterns offer additional interest.

As final words of advice, Wilson suggests that when selecting a coat, you try it on with what you would normally be wearing under the coat. By doing so, you’ll be getting the best possible fit while ensuring you’ll keep warm in the months ahead. Wilson also recommends that you take your daily routine into consideration. If you are a commuter, a 36” coat that hits at the knee is the most practical and versatile length.

Laura Canada ([www.lauracanada.com](http://www.lauracanada.com)) is a privately owned Canadian company with 144 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.

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