

FOR IMMEDIATE RELEASE

Laura... Every woman... Every day

Montreal, Quebec – February 21, 2008 – With 110 stores and growing, Laura and more recently Laura Petites and Laura Plus, divisions of Canadian retailer Laura Canada (www.lauracanada.com), have been meeting the fashion needs of Canadian women for over 75 years. Targeting woman 35 plus, the stores offer versatile, quality and modern fashion options for business, weekend and special occasions at moderate price points and in sizes that fit.

“Our buyers understand our customers, because we are our customers,” states Lena Brancaleone, vice president merchandising for Laura, Laura Petites and Laura Plus. “We all want to look our best, in clothes that fit. Our buyers are women who fall within our customer target range. They lead busy lives both in and out of the office. They enjoy fashion, they know what they want and how they want to look – on-trend, but not like their daughters. Our goal is to help every woman look great every day,” continues Brancaleone.

To this end, the Laura team travels to Europe and throughout North America researching trends and interpreting them for their customers. Collections are developed to provide women with all the pieces they need for work, weekend and special occasions. Every effort is taken to ensure collections offer multiple mix and match options so that putting together a cohesive wardrobe is uncomplicated. In addition to offering brand labels, Laura stores also offer exclusive private label collections: Laura, Laura Petites and Laura Plus. Representing a growing segment of their fashion collections, the private label collections are designed by an in-house team of designers and buyers.

What further differentiates Laura, Laura Petites and Laura Plus from other retailers is that the stores offer complete collections of suits, business separates, special occasion dresses, day dresses, coats, casual options as well as accessories from handbags to jewellery, hose, hats, scarves and sunglasses. “We don’t just offer one or two suits, we offer our customers a comprehensive and versatile selection,” states Brancaleone. The same holds true for all of their commodities making the stores true one-stop shopping destinations.

Fashions collections are offered in a range of sizes. At Laura Petites, women 5’4” and under will find fashions that are proportioned to fit a petite frame in sizes 2 – 16. At Laura Plus, collections are offered in plus sizes 14 – 24 as well as plus petites sizes 14 – 24 (a previously underserved segment of the market) proportioned for women 5’4” and under. And at Laura, fashions are available in regular sizes 4 – 16. By shopping at the appropriate Laura destination, women not only find fashions that fit, but can avoid costly post purchase alterations.

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Laura... Every woman... Every day (cont'd)

With spring just around the corner, Brancaloneo already has her eye on some key pieces for the upcoming season from Laura, her fit destination. “This spring I’ll be purchasing vivid brights, a linen suit, something in grey and a cropped jacket, and that’s just to start,” she states.

Laura, Laura Petites and Laura Plus (www.lauracanada.com) stores are located in shopping centres as well as power centres across Canada. Laura, Laura Petites and Laura Plus are divisions of national women’s retailer Laura Canada.

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