



LAURA CANADA COMES TO NEWFOUNDLAND

Montreal, Quebec – May 1, 2009 – The fashion scene in Newfoundland is about to get an exciting new addition as Laura Canada, a national women’s retailer, opens a Laura/Laura Petites/Laura Plus triple concept store in The Village Shopping Centre, 430 Topsail Road, St. John’s, Newfoundland on Friday, May 15, 2009. Since 1930, Laura Canada has been a true Canadian retail success story. From a single store on St. Hubert Street, Montreal, Laura Canada now operates over 140 locations across Canada with stores in Quebec, Ontario, Nova Scotia, Manitoba, Alberta and British Columbia. This is the first Laura/Laura Petites/Laura Plus store to open in Newfoundland and this new expansion allows for the creation of 20 positions at store level.

Customers of the new Laura triple concept store in The Village Shopping Centre will meet all of their fashion needs with ease thanks to the exceptional quality, size selection, fit and depth of product offered. Targeting women 35 plus, the store will feature fashions from Laura (regular sizes 4-16), Laura Petites (sizes 2-14, proportioned for women 5’ 4” and under), Laura Plus (plus sizes 14-24) and Laura Plus Petites (plus sizes 14-24 proportioned for women 5’4” and under). At over 10,000 square feet, the store will offer updated and moderately priced suiting pieces, business casual and weekend wear, day to evening dresses, coats and a full assortment of accessories from stylish handbags to dazzling jewellery, hosiery, hats and scarves making the new location, a true one-stop shopping destination for all occasions. Collections will include the exclusive Laura, Laura Petites, Laura Plus and Laura Plus Petites private label collections as well as brand and designer labels.

Laura Canada (www.lauracanada.com) is a national Canadian women’s retailer with over 140 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.

-30-

Source:
Genny Iannucci
Public Relations Manager, Laura Canada

Laura

LAURAPETITES LAURA LAURAPLUS¹⁴⁺



Mandarin collar flap pocket jacket, \$195.00.
Flat front pant, \$115.00.
Multi-color animal print cap sleeve top, \$75.00.
Canvas and faux snakeskin handbag, \$55.00.
Items available at Laura/Laura Petites/Laura Plus,
The Village Shopping Centre
www.lauracanada.com
1-877-973-6090



Sleeveless satin print blouse with waist ribbon,
\$65.00.
Black capri, \$80.00.
Dangle bead earrings, \$10.00.
Items available at Laura/Laura Petites/Laura Plus,
The Village Shopping Centre
www.lauracanada.com
1-877-973-6090



Cotton sateen black halter dress with floral border,
\$145.00.
Double circle shell earrings, \$8.00.
Black crochet hat, \$28.00.
Items available at Laura/Laura Petites/Laura Plus,
The Village Shopping Centre
www.lauracanada.com
1-877-973-6090