

FOR IMMEDIATE RELEASE

Not a Bored Room

Montreal – Quebec – March 3, 2008 – Revive the nine to five fashion rut with this spring’s polished and feminine suiting pieces that meet the season’s bottom-line. A bevy of fresh silhouettes, from slim high waist skirts, kicky cropped pants and softer interpretations of the boyfriend jacket, negotiate a refined femininity with playful elements. Fluid trapeze jackets and smart cropped jackets lighten the corporate aesthetic while tailored pieces deliver instant chic with a dash of streamlined sexiness.

“If you are looking to update your suiting wardrobe, opt for two of the key pieces of the season: a cropped jacket and a skirt, whether in a slim or full shape,” says Rita Lee, vice-president of merchandising for Melanie Lyne (www.melanielyne.com), a division of Canadian retailer Laura Canada (www.lauracanada.com). Recognized in the market place as a destination for on-trend fashions with a sophisticated twist, Melanie Lyne offers, within its merchandise mix, a strong assortment of quality suiting and business separates. “Whether you work in or out of the home, we all have occasions when a suit is the perfect wardrobe option,” states Lee.

With spring just around the corner, give your wardrobe some boardroom chic with these style notes courtesy of Melanie Lyne – tips that will ensure that your suit or suiting separates never make for a ‘bored room’.

Neutral Zone

Sophisticated neutrals lead the season in a flattering selection of colours including sand, khaki, navy and grey ranging from icy silver to matte platinum. Crisp head to toe white delivers monochrome glamour to suiting while black and white combinations, a perennial favourite, return in various incarnations including bold stripes, contrast top-stitching and piping details. A fresh palette pairs grey with yellow, giving a boost of easy colour to suiting and separates.

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Detail Oriented

The cardinal fashion maxim: Style is in the details. From jackets featuring over-sized buttons to self-belts, back detailing, 3/4 sleeves and inset waists, spring's feminine silhouettes and neutral tonalities are offset with exquisitely placed details. Signaling the change in season, sleeves move to shorter lengths. Whether 3/4 bell or ruffled sleeves, short sleeves or demurely capped sleeves, sleeve treatments set a new style agenda. Two of this season's strongest runway looks, botanical and safari also shape spring's detail oriented trends. Dubbed the 'botanical collar', delicate ruching adds feminine flair to rounded collars. Portrait and envelope collars also make a statement. And while petite pouch pockets echo the romantic feel of the season, bold patch pockets and refined safari detailing remind us that style is always king in the urban jungle.

Get a Leg Up

Get a leg up on the corporate ladder with spring's newest options in pants and skirts. For a fresh look, opt for this season's knee length full and half circle skirts – the perfect companions to cropped and trapeze style jackets. Pretty pleats and seaming details add a feminine attitude to these style makers. Slim pencil skirts are another style option worthy of investment. Higher waists as well as waist defining details are the accents of note. With respect to pants, cropped pants, anywhere from ankle to mid-calf mark the less conservative mood of the season. The perpetually elegant wide-leg pant also returns providing a flattering option for those who prefer a more fluid look.

Melanie Lyne (www.melanielyne.com) is a division of national women's retailer Laura Canada (www.lauracanada.com). Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne. There are 37 Melanie Lyne locations across Canada.