

MELANIE LYNE

SPRING 08 MUST HAVE A New Spring Coat



Zip front metallic finish suede jacket with botanical collar, \$230



Metallic A-line slicker, \$140



Olive trench coat with ruffle sleeves, \$110



Black trench coat with stand collar, \$110



www.MELANIE LYNE.com

For additional information, visual material and/or product samples contact:
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Toronto, Ontario – April 18, 2008 – With the snowy days of winter well behind us, the fashion forecast is now calling for a new spring coat. “An updated spring coat is one of the easiest ways to instantly bring a feeling of spring into your wardrobe,” explains Rita Lee, vice-president, merchandising for Melanie Lyne (www.melanielyne.com), a division of national women’s retailer, Laura Canada. “Early in the season, your coat is the first item of your wardrobe that people see. Use the opportunity to make a strong style statement and refresh your wardrobe with one of the season’s newest coats.” For spring 2008, two key coat trends to note are the trench coat and shine.

A Constantly Evolving Classic

Borrowed from the boys following the First World War, style icons Greta Garbo and later Audrey Hepburn made the trench coat synonymous with feminine chic. Timeless, versatile and figure flattering, (we love how it compliments the female form with its belted waist and defined shoulders), the trench strikes a modern note as it continuously evolves. Supremely stylish in black and beige, this season’s trench coats also surprise in unexpected shades of olive green and pearlized white. New details such as ruffled sleeves and bubble hems as well as new collar treatments including convertible stand collars and coachman collars provide new marching orders to this style gem. Available in a range of lengths from hip length to mid-calf, trench coats are the perfect partners to suiting, your favourite dress as well as jeans.

Take a Shine to Outerwear

From subtle hits to bold strokes, you’ll be on the sunny side of spring in a coat featuring shine. A strong look for spring, shine makes its impact in a variety of ways. For maximum sheen, you’ll be a stand-out in a coat featuring a high-gloss patent look. For rich, luxe appeal, suede jackets with metallic finishes offer shimmering style. And for a hint of iridescence, lurex threaded fabrics offer a touch of polished radiance to spring outerwear.

Melanie Lyne (www.melanielyne.com) is a division of national women’s retailer Laura Canada (www.lauracanada.com). Laura Canada is a privately owned Canadian company with over 145 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne. There are 37 Melanie Lyne stores across Canada.

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