

MELANIE LYNE

Off the Record™ Jeans Melanie Lyne Launches Tummy Flattening Jeans

Toronto, Ontario – March 9, 2009 – Canadian retailer, Melanie Lyne, now offers women a chance to love the jeans they're in with the launch of their new private label **Off the Record™** jeans. Available in Melanie Lyne stores now, **Off the Record™** jeans feature a premium stretch denim and a special tummy-flattening feature, that shape and enhance the body for a one-size smaller look that will keep everyone guessing!

Available in two washes, indigo and ebony black, **Off the Record™** jeans gently smooth and flatten the tummy with a discrete tummy control panel. A blend of 96% cotton and 4% elastane (that's about 2% more elastane than most jeans) also provide subtle shaping, contouring and a comfortable fit. Smart style features such as a slim boot cut leg (perfect for balancing a fuller hip), clean 5 pocket styling and a higher waist, further add to the overall flattering look. And priced at \$95.00, it won't be long before everyone will be in on the secret.....But for now, it's **Off the Record™**, exclusively available at Melanie Lyne.



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OFF THE RECORD™ JEANS

Your jeans.....
Our little secret!
Exclusively at Melanie Lyne
Available in sizes 2-16



Off the Record™ jeans in ebony black, \$95.00. Art print mock neck top, \$75.00. Yellow shell earrings, \$6.00. Items available at all Melanie Lyne stores www.melanielyne.com

www.MELANIE LYNE.com

For additional information, visual material and/or product samples contact:
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