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COZY UP TO FALL

Montreal, Quebec – October 28, 2005 – There's something deliciously decadent about slipping into cozy fall knits and wonderfully tactile fabrics as the first hints of autumn make their presence felt. Crisp fall mornings beg for nubby tweeds, luxurious wools, enveloping wraps and the just right coat.

"This season's bountiful harvest of must have items is strong in textural interest and eye-catching appeal," says Genny Iannucci, Public Relations Manager for Canadian women's retailer Laura Canada Inc. Sumptuous velvet jackets, luxe jacquards, romantic lace, embellishments galore (from beads to ruffles, sequins, embroidery, ruching, fur and ribbon trims), 'mensy' glen plaids and luxe cardigans are key for fall and are sure to have you warming up to the season ahead. Also hot on the fashion front are wraps, available in a stunning array of colours and patterns, fur shawls and collars, statement making stoles and dramatic knit, faux shearling and faux fur capelets perfect for layering over knits, blouses, suits and coats.

As temps dip even further updated pea coats in unexpected colours and textures offer snappy good looks not to mention added warmth. You'll also love this season's strong selection of luxurious wool coats and detail rich tweeds, boucles, basket weaves and herringbones seen primarily in three-quarter and shorter lengths. Embellishments such as fur collars, velvet trims, jewelled buttons and fringe accents 'up' the luxe factor.

Taking a further bite out of autumn's chill are fabulous faux fur jackets and coats. Be on the prowl for retro inspired cropped 'mink' jackets, chic boleros, astrakhan textures, animal prints from cheetah to leopard to lynx, sculpted finishes and gorgeous colours including pink, red and white. Pompom fur scarves, gloves in contrasting hues, colourful chunky yarn scarves and the season's essential newsboy caps and 'Russian' fur hats (Dr. Zhivago never looked this good) are the perfect way to complete the picture and warm up any cold weather look.

So while the grass may only be green for just a few more weeks, fall's fabulous fashion forecast won't leave you out in the cold.

Laura Canada Inc. (www.lauracanada.com) is a privately owned Canadian company with 138 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.

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