

Laura

Laura PETITES Laura LauraPLUS¹⁴⁺

Toronto (Ontario), March 19, 2009



LAURA SPRING 2009



This spring, let Laura, Laura Petites and Laura Plus take you on an exciting fashion journey!

Inspired by the fashion cities of the world, Laura's spring 2009 collections draw on the pulse and colours of these cosmopolitan centres.

From vibrant brights reminiscent of the dramatic cityscape of Venice, to chic urban tailoring in sophisticated neutrals inspired by NYC, to nonchalant elegance drawn from the streets of Paris to deepened pastels echoing Amsterdam's tulips in bloom, the spring 2009 collections at Laura, Laura Petites and Laura Plus deliver fresh, smart styling for work, weekend and after five!

In the attached PDF, Laura, Laura Petites and Laura Plus are pleased to share our must-have pieces of the season in dresses, sportswear, tops and accessories.

Enjoy!

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Spring Trends 2009

Dresses

One step dressing at its best, dresses make a strong statement for spring and are the perfect way to welcome the season. Look for:

- Maxi lengths, shift dresses and 60's inspired A-lines.
- Exposed zippers, belts, rosette detailing.
- Colours such as fuchsia, purple, greens, yellow, turquoise as well as black and white combinations.
- Eye-catching prints including large scale florals, ombres, leaf prints and tribal prints.



Spring Trends 2009

Sportswear

For the office or for the weekend a wardrobe that includes smart jackets, trousers and skirts makes chic sense. Best bets this season include:

- Cropped jackets, the redingote, print jackets (in large scale florals), a glazed sateen jacket.
- A jacket in a colour such as cobalt blue, lilac, yellow, apple green or red.
- Jackets featuring collar interest (ruched collars, portrait collars and peak lapels), waist emphasis, big button detailing, peplums.
- Wide leg pants. Cuffed pants. Capris.
- Pencil skirts. Knee length full skirts. Cotton voile print skirts in florals, paisleys or dots. Yokes and banded hems on skirts.
- Suiting and separates in linen and sharkskin.
- A neutral suit in grey, stone, khaki or black.



Spring Trends 2009

Blouses and Knitwear

Complete your suit, skirt, capris or trousers with the perfect layering piece. 'Need to buy' items include:

- Feminine blouses in satin or chiffon featuring ruffles, mini frills and bows.
- The blouson whether sleeveless or with kimono sleeves.
- Tops featuring banded hems, shirring and smocking details.
- Tie-dye tops.
- A colour saturated knit or blouse. Think lilac, apple green, red, pink, coral, turquoise or orange to brighten up your wardrobe.
- A cardigan. Sea-shore chic nautical inspired knits. Textured knits.
- Knits featuring ruffle accents, sleeve interest and detailing such as puff, balloon, kimono, bell or gathered sleeves.



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Accessories

Up the style quotient of any outfit with the accessories of the moment. Spring's hot list includes:

- Statement jewellery such as large hoops, shoulder duster earrings, bold pendants and chunky bead necklaces.
- Vibrant (yellow, fuchsia, lime and turquoise) and earth tone (coral, topaz, orange) jewellery.
- Ethnic inspired jewellery featuring hammered finishes, filigree detailing, beaded dangles.
- Multi-row bangles eclectically mixed and stacked on the arm. The more the better!
- Mother nature revisited with jewellery featuring semi-precious stones or shells.
- Pashmina and linen wraps. The desert scarf with metallic threading.
- Clutches in vivid brights (yellow, green, orange, red) and cool neutrals (black, white). Satchels in glossy vibrant patents.
- Sunglasses featuring oversized square frames, jewelled and cut-out detailed temples.



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Product Information

Cover page - File name: Laura_Sport_04-082636.jpg / Red cardigan with shawl collar, \$100.00. / Black knit tank with ruched front detail, \$75.00. / Black wide-leg pant, \$70.00. / Black square sunglasses, \$18.00. / Black patent bucket handbag, \$40.00. / Items available at select Laura stores.

Photos -

1 - File name: Laura_dress01-082830.jpg / Black, pink and red abstract floral print sleeveless dress, \$215.00. / Burnished silver and jet large oval epoxy earrings, \$10.00. / Black epoxy bangle with crystal insert, \$26.00. / Rhodium bangles (3 sets of 6 bangles), \$15.00 per set. / Items available at select Laura stores.

2 - File name: Laura_Petites_Dress_01-083688.jpg / Lime, mauve and pink watercolour sleeveless dress with sash detail, \$175.00. / Gold twisted hoop earrings, \$14.00. / Gold thin bangles (1 set of 12 bangles), \$15.00. / Gold twisted bangles (1 set of 6 bangles), \$15.00. / Items available at select Laura and Laura Petites stores.

3 - File name: Laura_Plus_Dress_01-084423.jpg / Black and white keyhole neckline dress with purple ruched waistband, \$165.00. / Rhodium and jet multi-circle dangle earrings, \$15.00. / Black epoxy and stone stretch bracelet, \$28.00. / Items available at select Laura Plus stores.

4 - File name: Laura_Sport_02-082254 / Silver $\frac{3}{4}$ sleeve shawl collar jacket, \$195.00. / Silver straight skirt, \$110.00. / Short sleeve empire waist botanical print top, \$75.00. / Black and white epoxy necklace, \$20.00. / Black and white epoxy bangle, \$24.00. / Items available at select Laura stores.

5 - File name: LPT_Sport_01-083145 / Blue belted jacket with ruched collar, \$155.00. / Black denim pant with lurex, \$85.00. / Large geometric link necklace, \$30.00. / Yellow clutch, \$42.00. / Items available at select Laura Petites stores.

6 - File name: Laura_Plus_Sports_03-084169.jpg / Lilac sateen jacket with $\frac{3}{4}$ sleeves, \$175.00. / Lilac drape neck camisole, \$80.00. / Lavender and brown floral print knee length skirt, \$100.00. / Lilac bead and shell necklace, \$24.00. / Amethyst epoxy oval earrings, \$12.00. / Lilac metallic tote, \$45.00. / Items available at select Laura Plus stores.

7 - File name: Laura_Sport_01-082450.jpg / Black and stone redingote jacket, \$175.00. / Black $\frac{3}{4}$ sleeve top with ruched neckline, \$70.00. / Black cotton twill pant, \$95.00. / Silver round earrings, \$16.00. / Rhodium bangles with crystal detail (1 set of 6 bangles), \$28.00. / Items available at select Laura stores.

8 - File name: Laura_Sport_04-082646 / Red cardigan with shawl collar, \$100.00. / Black knit tank with ruched front detail, \$75.00. / Black wide-leg pant, \$70.00. / Black patent bucket handbag, \$40.00. / Items available at select Laura stores.

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Product Information

9 - File name: Plus_Sports_01-083929 / Geometric print ¾ sleeve top, \$75.00. / Black pant, \$89.99. / Grey graduated faux pearl necklace, \$24.00. / Large square mother of pearl ring, \$18.00. / Bangle set, \$16.00. / Items available at select Laura Plus stores.

10 - File name: Laura_Petite_sport_02-083440 / Purple print blouse with ruffle front and elbow puff sleeve, \$95.00. / Elongated dangle earrings in amethyst, \$20.00. / Purple epoxy bangle, \$32.00. / Grey flat front pant, \$95.00. / Items available at select Laura Petites stores.

11 - File name: Laura_Plus_Xtra-084385 / Lilac ¾ sleeve fooler cardigan with ring detail, \$95.00. / Black pant, \$89.99. / Round dangle earrings on chain, \$16.00. / Items available at select Laura Plus stores.

12 - File name: Laura_dress_2-082781.jpg / Oversize twisted silver hoop earrings, \$14.00. / Black, red and white large dot scarf, \$20.00. / Red faux croco clutch, \$30.00. / Black belted shift dress with front zipper detail, \$185.00. / Items available at select Laura stores.

13 - File name: Laura_Plus_Dress_02-084546 / Filigree earrings with crystal detail, \$26.00. / Earrings available at all Laura Plus stores.

14 - File name: Laura_Petite_dress_01-083727 / Gold twisted hoop earrings, \$14.00. / Gold thin bangles (1 set of 12 bangles), \$15.00. / Gold twisted bangles (1 set of 6 bangles), \$15.00. / Lime, mauve and pink watercolour sleeveless dress with sash detail, \$175.00. / Items available at select Laura and Laura Petites stores.

15 - File name: L_Sp_03-082566 / Chain necklace with lilac and cream bead inserts, \$24.00. / Purple epoxy bangle with crystal inserts, \$30.00. / Lilac sateen redingote jacket, \$195.00. / Lilac crew neck top, \$65.00. / Vanilla wide-leg pant, \$100.00. / Items available at select Laura stores.

16 - File name: Laura_Petite_Sport_04-083528 / Brown square frame sunglasses, \$16.00. / Red patent bucket handbag, \$40.00. / Black and white epoxy bangle, \$24.00. / Red, black and white abstract floral print cropped jacket, \$175.00. / Red ¾ sleeve empire waist top, \$80.00. / Black pants, \$90.00. / Items available at select Laura Petites stores.

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