

FOR IMMEDIATE RELEASE

MEMORY MAKING STYLE - PROM PERFECT DRESSES

Montreal, Quebec – March 16, 2006. For the graduating class of 2006, prom, the social event of the year is just around the corner! For most young women finding the perfect dress and creating a unique and memorable look is a big part of prom tradition - something that most grads look forward to with excitement and anticipation throughout their high school years. “I still remember what I wore to my prom,” says Genny Iannucci, Public Relations Manager for Canadian women’s retailer Laura Canada Inc. “It was a cream halter gown with an intricate neckline and matching chiffon capelet. While I can’t recall a lot of specific details about the prom itself, I can still see my dress perfectly and remember the fun I had selecting it,” continues Iannucci.

This prom season Laura, Laura Petites and Laura Plus stores are brimming with prom perfect fashions in regular, petite and plus sizes respectively. In addition to an extensive selection of styles and sizes, some gowns offered at this Canadian retailer are exclusive designs while others have limited distribution across Canada. “Choice and selection are so important in finding that special dress,” says Cathy Wilson, Dress Buyer for Laura, Laura Petites and Laura Plus. “Everyone wants to look their very best for prom and wear an outfit that is distinctive, flattering and suits their personal style.”

With just a few short months to go before the big night, Laura Canada highlights this season’s hottest prom trends – looks that are sure to please and put you at the top of this year’s best *‘dressed’* list!

Tulle Time. Gowns are hot for prom 2006 in both princess inspired and red-carpet glam styles. Fabulously feminine tulle makes a comeback and this season tulle skirts (whether full, layered or ruched), partial tulle skirts as well as tulle crinolines add fairytale magic to many gowns. Pretty accents such as crystal pins, striking bands of lace highlighting waistlines and satin ribbon detailing ‘up’ the femme factor as do delicate oriental floral patterns in gold, silver or black glitter. Colour also creates a stir as gowns go dramatic in head to toe black, all over white, black and white combinations as well as hitting a softer note in pastel pinks and all shades of blue. Halter and strapless styles are prom’s coolest necklines while skirt styles vary from full skirted Cinderella type gowns to sleeker styles with graceful hemline movement.

Party Perfect. What’s old is new again and oh so retro cool for prom! Full skirted party dresses (that end at or around the knee) are the darlings of the prom scene and are an excellent choice for dancing the night away! Featuring a fitted bodice and a hint of tulle extending beyond the hemline of the skirt, girly glam details such as halter necklines, empire waists, lace detailing at the waist, cummerbund effects and braid accents (on halter straps and as a detail under empire waists) are sure to have all eyes on you. Look for these party perfect dresses in eye-catching jacquards, peau de soie as well as satin delicately layered with mesh overlays. Available in a wonderful array of colours, some party dresses also come detailed with attention-getting glitter oriental floral patterns.

MEMORY MAKING STYLE - PROM PERFECT DRESSES, cont'd

Stylin' Shortcuts. Knee to mid-calf stretch jersey dresses in knock out hues such as pink, blue, turquoise, lime, brown and black as well as two tone colour combos (think teal with aqua, brown with pink, lime with citrus and black with white) also make the scene and offer a fun and trendy alternative for prom. Often featuring hemline accents such as hi-low hemlines, hanky hems, asymmetric hemlines and ruffles, these dresses get extra wow appeal with sparkle detailing, glitter accents and mesh overlays. Halter and strapless styles again dominate, with ruching at the waist and bust being the details that count.

Get Ready for your Close-up. Give your prom dress camera worthy style with the accessories that count. Open necklines such as strapless, V-necks and halter styles beg for 'look at me' necklaces and this season pretty Y-necklaces, chokers and graceful waterfall necklaces add the right finishing touch. Dramatic crystal chandelier earrings featuring clear or coloured crystals (including pinks, blues, topaz and peridot), long linear earrings, as well as daintier options are perfect for framing the face. Keep your look from going over the top by remembering this simple rule: the more elaborate the necklace the simpler you'll want to go with the earrings and vice versa. Grace your wrists with loads of bangles or cool crystal bracelets, available in shades to complement or contrast with your dress, and complete with an elegant wrap (no sense leaving your shoulders out in the cold!) featuring luxurious long fringes, decadent beadwork, sequins or lace accents. Add one more accessory, your dazzling smile, and you're picture perfect prom ready!

Laura Canada Inc. (www.lauracanada.com) is a privately owned Canadian company with 141 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.