

FOR IMMEDIATE RELEASE

PARTY PERFECT PIECES

November 25, 2005 – Montreal, Quebec – 'Tis the season for holiday happenings and whether you're heading to a family gathering, meeting friends for cocktails, attending an office fête or greeting the New Year at a gala celebration, make every event special with the season's party-perfect pieces. Leading Canadian women's retailer Laura Canada Inc. helps you get the season started with these top festive finds:

A Vision in Velvet – For luxurious good looks, get your wardrobe holiday ready by adding a knock-out piece in velvet. "Rich, romantic and wonderfully versatile, a touch of velvet can give the simplest outfit holiday charm," says Genny Iannucci, Public Relations Manager for Laura Canada. From pants, to feminine tops, fitted jackets, striking dresses, sumptuous wraps and eye-catching skirts, velvet pieces in crushed, lustrous and burn-out textures abound. Wear velvet head to toe for formal affairs, or mix it with wools and tweeds for a family brunch. Velvet also goes 'glam' paired with satin pants and flirty georgette skirts – it's perfect for any occasion! For laid back luxury, team a velvet jacket or top with a pair of embellished jeans, a beaded sash worn at the waist or looped at the neck and glitzy gold earrings et voilà you're ready to go!

'Be Dazzling' – You'll also be sure to dazzle in the season's embellished knits, twin sets, camis and boleros. Intricate beadwork, razzle-dazzle rhinestones, sparkling sequins and pretty pearls enhance many of this season's prettiest tops. For a special evening out on the town, pair these beaded beauties with your skirts whether straight and slim, folkloric inspired or feminine and flirty. They also add glittering good looks for day teamed with trousers, jeans and suiting. And the sparkle doesn't end there! This season bead, sequin and rhinestone accents also take a shine to skirts, sashes, jeans and dressy evening pants, while luxe jacquard jackets add a lavish note to any ensemble.

All 'Dressed' Up – Don't wait for a special occasion to slip into a dress this holiday season. Feminine cocktail dresses featuring bead and sequin accents, flattering ruching, bias cuts and flirty hemlines are sure to turn heads and are the perfect feel good, look great options. While black dominates the season, pretty details give the little black dress a fresh new look. For a new twist on 'black tie' dressing, gowns and dresses in seductive shades of chocolate and bronze are sure to shake things up as will dresses in sizzling scarlet and teal. Complete with an elegant fur stole, fur shawl or fur trimmed capelet, the season's essential jet or vintage inspired jewellery and a fabulous fun fur coat and you'll take the party season by storm!

PARTY PERFECT PIECES, cont'd

Join the 'Jet Set' – This winter, accessories take a walk on the lavish side with dramatic eye-catching results. It's time to become a member of the 'jet set' with this season's multi-tiered jet necklaces (worn layered of course!) as well as jet earrings and bracelets. For a look that's poetically romantic think vintage inspired filigree necklaces and earrings – perfect for holiday's velvets and jacquards. And for all out sparkle reach for sequined earrings in gold and silver as well as sequin trimmed belts and sashes.

Laura Canada Inc. (www.lauracanada.com) is a privately owned Canadian company with 139 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.

-30-

Contact: Genny Iannucci, Public Relations Manager, Laura Canada Inc.
Tel: 1 (877) 256-6149 Ext. 228, Fax: (905) 272-8301
E-mail: genny.iannucci@laura.ca