

For Immediate Release

MELANIE LYNE

NATIONAL WOMEN'S FASHION RETAILER MELANIE LYNE COMES TO HILLCREST MALL

Toronto, Ontario - March 27, 2009 - On March 31, 2009, Melanie Lyne, a premier fashion destination and division of Canada's leading women's fashion retailer, Laura Canada, opens a new store in Hillcrest Mall (9350 Yonge Street, Richmond Hill, Ontario). The new Melanie Lyne store in Hillcrest Mall is one of two new Melanie Lyne stores to open in Ontario in 2009.

Specializing in career wear, day and evening dresses, casual wear and accessories, Melanie Lyne offers contemporary fashions styled and interpreted with a sophisticated twist- everything you need to get you through the week in style! The collections, ranging in sizes 2-16, feature quality fashions that are current and fashion right, including the exclusive Melanie Lyne private label, designer fashions and better brand labels including Jones New York, Louben, D-One, Vex, Simon Chang, Spanner, Nine West dresses, Jones New York dresses, Jessica McClintock, Scala, Adrianna Papell, Suzi Chin and Maggy London.

Melanie Lyne (www.melanielyne.com) is a division of national women's retailer Laura Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne. Laura Canada operates over 140 stores across Canada. There are 41 Melanie Lyne stores nationwide.



Fuchsia, brown and pink sleeveless blouson top, \$85.00.
 White wide-leg pant, \$125.00.
 Sunglasses with metal arm detail, \$20.00.
 White epoxy bangle with crystal detail, \$32.00.

Items available at
 Melanie Lyne,
 Hillcrest Mall
www.melanielyne.com
 1 (877) 973-6090



Gold portrait collar jacket, \$195.00.
 Gold knee-length skirt, \$145.00.
 White and brown patent striped tote, \$110.00.
 Gold, brown and cream bangles, \$26.00.
 Filigree dangle earrings, \$15.00.

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Multi-coloured sleeveless floral print satin dress, \$195.00.

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