



LAURA CANADA LAUNCHES NEW STORE WITH EXCITING GRAND OPENING EVENT

Montreal, Quebec – May 8, 2009 – The retail market in Newfoundland gains an exciting fashion destination as Laura Canada, a national women’s retailer, opens a Laura/Laura Petites/Laura Plus triple concept store in The Village Shopping Centre, 430 Topsail Road, St. John’s, Newfoundland on Friday, May 15, 2009. This is the first Laura/Laura Petites/Laura Plus store to open in Newfoundland. To launch the new Laura triple concept store, a grand opening celebration will be held. Customers visiting the new location will have the chance to win one of three \$250 gift cards (contest runs from May 15 to May 22, 2009) and will also receive the fashionable and functional Laura Lunch Tote and a Laura Signature pen as gifts with purchase (beginning May 15, 2009) while quantities last.

The new Laura triple concept store in The Village Shopping Centre will provide customers with updated and moderately priced suiting pieces, business casual and weekend wear, day to evening dresses, coats and a full assortment of accessories from stylish handbags to dazzling jewellery, hosiery, hats and scarves. Targeting women 35 plus, the store will feature fashions from Laura (regular sizes 4-16), Laura Petites (sizes 2-14, proportioned for women 5’ 4” and under), Laura Plus (plus sizes 14-24) and Laura Plus Petites (plus sizes 14-24 proportioned for women 5’4” and under). Collections will include the exclusive Laura, Laura Petites, Laura Plus and Laura Plus Petites private label collections as well as brand and designer labels.

Laura Canada (www.lauracanada.com) is a national Canadian women’s retailer with over 140 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.

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Source:
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Laura

LAURAPETITES LAURA LAURAPLUS¹⁴⁺



Short sleeve cotton blouson top with tie, \$70.00.
White cotton capri, \$80.00.
White handbag with front pleats, \$50.00.
Square dangle earrings, \$22.00.
Items available at Laura/Laura Petites/Laura Plus,
The Village Shopping Centre
www.lauracanada.com
1-877-973-6090

Black and white animal print jacket, \$175.00.
Black skirt, \$90.00.
Lime sleeveless top with shirred front, \$60.00.
Circle shell earrings, \$6.00.
Items available at Laura/Laura Petites/Laura Plus,
The Village Shopping Centre
www.lauracanada.com
1-877-973-6090

Aqua print banded jersey dress, \$145.00.
White lucite bangle, \$16.00.
Items available at Laura/Laura Petites/Laura Plus,
The Village Shopping Centre
www.lauracanada.com
1-877-973-6090



The Laura Lunch Tote will be offered at the Laura/Laura Petites/Laura Plus store in The Village Shopping Centre as a gift with purchase (while quantities last) beginning May 15, 2009.