

Laura

Laura PETITES Laura LauraPLUS¹⁴⁺

FALL 2008 TREND REPORT

Montreal, Quebec August 11, 2008

Welcome to fall and the Laura, Laura Petites, Laura Plus Fall 2008 Trend Report! We are extremely pleased to share our upcoming season with you! This fall Laura, Laura Petites and Laura Plus have all the fashions women want for work, weekend and evening. With our fall collections soon arriving in stores, this is your chance to get a 'hot off the press' advance look at our first three collections, launching with Purple Rain in late August, followed by Autumn in New York and Billionaire Club in mid September. All of our collections include the season's must-have looks and are developed so that putting together a wardrobe that works is easy!

For Fall 2008 your must-buys include:

1. The cropped jacket with bolder collar and sleeve details.
2. Rich tactile textures including tweeds, herringbones, angora and velveteen.
3. The high waist, wide leg pant.
4. The pencil skirt.
5. The crisp white blouse with special sleeve treatment.
6. The feminine blouse.
7. Knits: The flared cropped cardigan, the puff sleeve knit, the wrapped and belted knit.
8. Charcoal grey.
9. High impact hues: fuchsia, purple, red, cobalt blue, bright green, orange, golden yellow.
10. The 3/4 length belted or double breasted wool coat.
11. A satin dress in cobalt blue, olive, red or teal.
12. Handbags in metallic, patchwork, patent or croco textures.
13. The textured knit poncho.
14. Hematite, jet and jewel toned jewellery.
15. The tweed pageboy cap.

Read on for an overview of our first three collections. For added convenience, we have also enclosed a disc with both high and low resolution images of the model photography as well as additional table top photography. All product information has been included on the disc. It will be our pleasure to supply you with product samples or arrange an interview with a member of our Laura team should you wish!

Enjoy!

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PURPLE RAIN

CHARCOAL

BLACK

LAVENDER

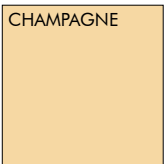
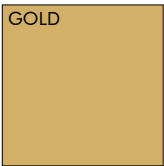
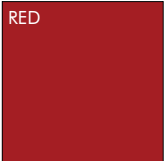
AUBERGINE

WINTER WHITE

- Conquer the boardroom with suiting and separates that are inspired by the boys but are definitely all woman.
- Confident suiting defines the collection with clean lines and an impeccable fit.
- Subtle shaping at the waist of jackets respects a woman's curves.
- A range of greys, from dove grey to charcoal, gunmetal and steel as well as black, anchor the palette.
- Tops in lavender, aubergine and winter white add a feminine perspective.
- Pretty feminine blouses in georgette and satin as well as layering pieces in sensuous jersey help gender bend menswear inspired pieces.
- Blouses and knits take a coquettish turn with smocking, ruffles, gathered shoulders, tie necks, bell, balloon and puff sleeves.
- Crisp white shirts offer an alternative option for suiting.
- Jewellery and accessories in hematite, jet and rich shades of magenta, purple and amethyst are the accents of choice.
- Focus shifts to the neckline and shoulders with striking wraps, beaded necklaces and ponchos featuring neckline interest including cowl, cross-over necklines and turtlenecks.

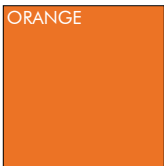


BILLIONAIRE CLUB



- The Billionaire Club collection exudes maximum luxury and unabashed femininity with hourglass silhouettes and waists defined by peplums and tailoring.
- Richly textured fabrics and couture inspired styling and details give this collection day to evening appeal.
- Black, both in solids and textures such as Donegal tweeds, end on end and herringbone patterns, works as a glamorous foundation for suiting and separates.
- Angora and velveteen jackets boost textural depth.
- Jackets with bell sleeves, big buttons, saddle stitch detail, ruched and portrait collars push the sophistication factor to a higher level.
- Champagne, gold, red and winter white act as accents.
- Accessories and handbags in gold, Siam red and black set off the collection perfectly.
- Snappy berets and leather, suede and knit gloves add an extra measure of polish.





AUTUMN IN NEW YORK

- Fall's glorious colours and textures inspire the Autumn in New York collection.
- Earthy colours of mink, earth and brown 'ground' the palette while orange, burnt orange, olive and winter white act as accents.
- Suiting in rich, tactile Donegal tweeds, trimmings in suede and leather, patch pocket accents as well as bird's eye and herringbone patterns lend rustic warmth to urban tailoring.
- Ruched collars, exaggerated collars and gathered shoulders provide a feminine touch to mensy fabrics.
- Adding to the textural landscape of the collection are blouses in animal and leaf prints, satin blouses and textured knits.
- Jewellery and handbags in khaki, browns and topaz work to complement this collection.
- Trendy lurex square scarves team up with tweeds for an unexpected and eye-catching contrast of textures.

