

LAURACANADA

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WOW THE CROWD - PROM STYLE YOUR WAY!

Montreal, Quebec - March 7, 2005 - The time of year has once again arrived when grads have one important thing on their minds - prom! "This year's prom selection is dominated by colour, and lots of it, from pink in all shades to stunning corals, blues, aquatic hues such as turquoise, as well as black kicked up a notch with pink or fuchsia accents and trim," notes Marina Stathakis, Dress Buyer for Laura and Laura Petites. "Your style options are just as exciting and plentiful," Stathakis continues. With so much to choose from, the process for some can be a little tricky. "Keep it simple and be true to yourself," Stathakis recommends. "When it comes to picking the perfect dress, grads really need to think about their own personal style and choose a dress that reflects who they are. Feeling comfortable is crucial when you're planning to dance the night away!"

To help you narrow down this year's prom selection, Laura Canada offers these stylin' suggestions so you can wow the crowd with a look that's totally you.

Fairytale Fantasies. Have you always dreamed of being a prom princess? Show off your Cinderella style in one of prom's perfect ballgowns - this season offered both with and without crinolines! You'll be the belle of the ball in one of these floor length stunners, available in all of spring's prettiest hues and lavishly detailed with accents including: beading, embroidery, sequins and ruching. Necklines vary from strapless to halters, V-necks, scalloped or sweetheart necks, while X-backs, low backs and back bustles will ensure exit appeal. So, whether you're heading to prom with your Prince Charming or with your best buds, these fabulous fairytale frocks will let your inner princess shine through.

Pretty Please. If girly glam and a little less *frou frou* is more your style, consider a flowing, feminine A-line dress (either floor or mid-calf length) in a solid hue or a stunning ombre colour effect. Graduated colour effects (ombres) are hot this season and feature gradual 'washes' of colour or dramatic asymmetric striping effects. Look for graduated shades of pink, eye-catching yellow to blue options, colour combos featuring paprika and pink or striking yellow and fuchsia pairings on longer length gowns. On shorter options, pretty hi-low hems, asymmetric hems, cascading ruffles and ruffle trims keep the look totally feminine. Whether you go long or short, these prom perfect dresses are sure to earn you an A+ for style.

Chic Chick. Do *elegant* and *sophisticated* describe you best? Then shine like the star you are in a chic and streamlined glitter georgette, chiffon, matte jersey or satin charmeuse dress. Notice me accents like rhinestone straps, all over glitter, front or side ruffles, ruching, ombre effects, and sparkling brooch or buckle treatments provide extra red carpet glam. Also upping your star quality are necklines from drape necks to V-necks and halters, while back details including V-backs and cut-outs will have them begging for your autograph.

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PROM STYLE YOUR WAY cont'd

Strong Statement. If you march to the beat of your own drum, stand out from the crowd with a look that's as original as you are. Trendy knee-length and mid-calf dresses in vibrant hues like: coral, fuchsia, blue, turquoise, and bold colour combos including pink and fuchsia or turquoise and lime are guaranteed to turn heads your way. Contrast coloured linings, corkscrew hems, high voltage contrast trims, ruching, flowers, beads, ribbon trim and jewelry accents are just some of the unexpected details that make these dresses unique and totally hip. Choose from hi-low, asymmetric or tiered hemlines for a one of a kind look that shows off your creative style.

Pretty as a Picture. Sparkle, colour, glitz and glam - accessories for prom are anything but discreet this season! Brilliantly coloured crystal flower and butterfly brooches are hot for prom and look amazing pinned on your dress (very cool on a strap or pinned at the hip), your purse, your wrap or slipped in your hair - anything goes! If pretty flowers are more your style, then add some petal power to your prom look with an organza or sequin flower pin. Funky feathers and marabou accents as well as awesome colours and hair elastics/clips make these perky posies the perfect finishing touch both for your dress and your hair.

Prom Rocks. For a little more bling and a whole lot of shine, 'shake things up' with a fabulous pair of long, lean earrings featuring little clusters of dangling beads, faceted beads or dangling crystals. They're the hottest look for prom this season! These earrings provide cool movement with every turn of your head while adding plenty of sparkle and shine. Wrists and necklines also get loads of attention! Multi-strand bracelets featuring coloured stones or crystals, bold crystal flower cuff bracelets as well as statement making multi-row chokers glam up any prom look. For a different twist 'mixed media' necklaces and earrings offer stunning good looks. These unique accent pieces feature an eclectic and playful mix of colours, themes and textures - a sensational prom statement.

Take Cover. Help avoid the air conditioning blues with one of spring's great cover-ups. A cropped lace poncho in pink, yellow, blue or turquoise, or a pashmina look-alike accented with embroidery adds a special touch to any outfit. Alternatively, take cover with a mesh or silk shantung wrap or retro inspired capelet with beading or paillette detailing. Now, that's a wrap!

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