

FOR IMMEDIATE RELEASE

FASHION'S TRIPLE THREATS

Montreal, Quebec – June 20, 2006 – Make dressing a breeze this summer with the season's wardrobe triple threats – fashion pieces that effortlessly morph from work week essentials to week-end winners and social sizzlers. “This summer, city shorts, feminine dresses and detailed skirts in a-line and full silhouettes score high on the ‘must have list’ and offer a multitude of looks depending on the jacket, layering pieces, accessories and shoes you add,” states Genny Iannucci, Public Relations Manager for Canadian women's retailer Laura Canada Inc. “The same skirt worn on the weekend with an easy beaded t-shirt and leather thongs goes ‘9 to 5’ when teamed with a cropped jacket and wedge heels, and easily takes you to dinner when worn with a pretty cami, chandelier earrings and strappy sandals,” Iannucci continues. So get set to beat the heat with these fashion wise buys that are sure to maximize your wardrobe without ‘maxing’ out your budget.

Get Shorty – Get a leg up on the season with slim leg city shorts! Hitting at or around the knee they're the season's newest alternative to the skirt and get official office status when teamed with a jacket (shorter, shaped jackets as well as safari/military inspired jackets are great bets), a tailored shirt or neat layering pieces. Wood bead accessories and wedge or stacked heels keep the look sharp and professional. For weekend cool, turn to tanks, beaded tees, blousy tunics and sleeveless or cap sleeve tops to give these shorts, that are long on style, a weekend vibe. Oversized sunglasses, cuff bracelets and easy espadrilles or flats complete the picture. And for evening, ramp up the wow factor by teaming city shorts with a beaded or lace cami, higher heels, loads of bangles and fabulous bold earrings. Gauchos and capris are other stylin' ‘short cuts’ that'll give your wardrobe ‘legs to stand on’ with their versatile good looks.

Sensational Skirts – Pretty a-line and full skirts are your ticket to carefree summer style and for summer '06 feminine skirts abound. Tiers, wood beads, lace and crochet detailing as well as embroidery, bead and sequin accents highlight skirts in lightweight fabrics that include cotton, linen and bengaline. Earn your rightful place in the sun by teaming skirts with tees and tanks and completing with an embellished belt or raffia sash worn low on the hips, an eye-catching pendant and ribbon tied espadrilles. Go corporate by topping your skirt with either a ¾ sleeve top, a twin set, a cami layered with a shrug or bolero and adding a shoe that's more in step with the office. And when the stars come out (that means you!) take your skirt into overtime by slipping into a corset style top, a crochet shrug, metallic sandals and pretty filigree earrings.

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Page 2

FASHION'S TRIPLE THREATS cont'd

Best Dressed - Make the 'best dressed' list this summer in pretty, feminine dresses. You'll love the season's sun friendly halters, graceful a-line styles, flattering v-necks, empire waists, girly hanky hems, cross over necklines as well as eyelet, crochet and subtle bead accents. No matter what the day has in store, these cotton, linen and printed chiffon charmers will help you keep your cool in a palette that includes beautiful blues, rich browns, romantic pinks, earthy neutrals, refreshing white, cool greens and crisp black and white combos. For business make shoulder or back baring dresses office right by teaming with a jacket, bolero or shrug. Shorter tiered necklaces and pendants perfectly highlight necklines while peep-toe slingbacks add office appeal. For evening trade in the jacket for a crochet shrug, a pashmina in a contrast colour or vibrant hue or a delicately beaded shawl. Glamorous chandelier earrings and strappy sandals add instant impact. And if brunching with friends is on your social agenda, give your dress weekend charm with a canvas tote, leather thongs, oversized shades and simple hoops.

Laura Canada Inc. (www.lauracanada.com) is a privately owned Canadian company with 141 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.

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