

LAURACANADA

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SAIL INTO SUMMER IN EASY BREEZY DRESSES

Laval, Quebec - June 15, 2005 - This summer, keep your cool in feel good, look good dresses. Whether you're in a garden state of mind opting for pretty floral or splashy tropical prints or prefer the eye-catching appeal of geometric prints, or tie- dye effects, frankly feminine, colourful looks reign. "This season, a summer dress is a wardrobe must," states Genny Iannucci, Public Relations Manager, Laura Canada Inc. "They offer easy, effortless, breath-of-fresh-air style and are in perfect step with fashion's flirtation with all things feminine." From gorgeous citrus brights (think punchy lemon yellow, vibrant lime and striking orange) to intense oceanic hues, all shades of pink, and invigorating mangos and corals, be prepared for an arresting palette of over the rainbow hues often appearing in unexpected colour pairings. Notice-me accents including: godet inserts, flutter, asymmetric and high-low hemlines offer sassy good looks while pretty beads, V-necks and backs, empire waists and ruching will ensure that in a frock this hot there's no chance it'll rain on your parade.

Laura Canada Inc., (www.lauracanada.com) is a privately owned Canadian company with 137 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.

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