

FOR IMMEDIATE RELEASE

PROM NIGHT 2007 – FULL OUT STYLE

Montreal, Quebec – March 14, 2007 – Prom night 2007 is all about ‘full-out’ style. From full-skirted party dresses featuring pretty tulle skirts and fitted bodices to sophisticated ‘mermaid’ inspired silhouettes, this prom season the style factor is high as grads head out to the biggest party of the year. To help you create a picture perfect look, Laura Canada gives the low down on the season’s hottest styles, details, colours and accessories as well as offer ‘fit tips’ for prom night 2007.

The Looks

- **Be a Living Doll** – This season, baby doll dresses with pretty empire waists, full-skirted party dresses and ballerina dresses (highlighted by fitted bodices and full skirts with handkerchief hems trimmed in satin) are three of prom’s hottest looks. Featuring the season’s new shorter lengths, ranging from knee length to mid-calf, these three styles are high on the ‘fem’ factor and super flattering.
- **Make a Splash** – For grads who want to make a splash and wear a dress with a little more length, a ‘mermaid’ inspired gown is the perfect option. With a body skimming silhouette that features ruching that ends just below the hips and a fishtail hemline that’s red carpet worthy, the ‘mermaid’ dress is sure to make waves at any formal event.
- **Fit for a Princess** – If you’ve always dreamed of sweeping into your formal in a gown fit for a princess, then let your inner princess shine through in a full skirted ballgown – a timeless option that’s always in style.

The Details

- **Full-out Style** – Tulle skirts in both longer and shorter lengths help pump up the volume this prom season. \ Look for lighter-than-air tulle ‘overskirts’ as well as tulle ‘underskirts’ for an added touch of oomph and girly good looks.
- **It’s all in the Mix** – Eye-catching combinations of fabrics are a key trend for prom 2007 creating an ‘oh-so-feminine look’ and a much softer palette than in previous years. Lace mixed with satin as well as mesh mixed with satin are two combos to seek. Also look for dresses featuring metallic lace overlays in gold, black and brown.
- **Divine Details** – From pretty ribbon belts and sashes highlighting empire and natural waistlines to fitted bodices, banded waistlines, full skirts, caviar beading, halter necklines and strapless corset tops, details make the difference. A new halter style definitely worthy of a try features a strapless corset top with a halter overlay in chiffon or mesh.

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PROM NIGHT 2007 – FULL OUT STYLE cont'd

The Colours

- **Colour Me Beautiful** – Pinks from ‘ballerina pink’ to softer tones and blues from seafoam to intense turquoise are prom’s dominant hues. Black also makes the scene whether worn head to toe or as an overlay effect over other colours. For example, black mesh over turquoise, pink or white satin. For another head turning option, think brown – it’s one of the season’s unexpected colour choices and looks opulent teamed with gold accessories.

The Accessories

- **Gotta Have Them** – Take your prom look from stunning to sensational by adding the accessories that count. This season dramatic chandelier earrings adorned with coloured crystals, aurora borealis, black ‘diamonds’ or jet beads provide eye-catching ear candy. Alternatively sweeten things up with dainty drop earrings featuring beads or crystals. Both earring choices look fabulous teamed with a necklace, however with larger chandeliers avoid an overly busy look at the neckline by teaming ‘wow’ factor chandeliers with a simple necklace (think delicate Y necklaces or simple chains with dainty drops) and adding glam to wrists by layering fabulous bracelets adorned with crystals. For another prom worthy look, get ready to make the world your oyster with always right pearls. A delicate double row pearl station necklace (available in white, aqua or pink), pretty pearl bracelets and pearl earrings look gorgeous with prom 2007’s girly party dresses. And for head-turning good looks, complete your ‘do with this year’s celeb inspired hair add-on, the hair band. Accented with crystal bows or crystal details, hair bands are a ‘mane attraction’ and work with both updos and loose flowing locks. As a final touch, drape a sheer organza shawl or a brightly hued jamawar shawl across your shoulders – it adds polish to any style and keeps the cool night air off your shoulders.

The Perfect Fit

- In addition to finding the perfect dress and the coolest accessories, it is also important to find a dress in a size that fits. Laura Canada comes to the rescue offering prom fashions in a range of sizes. For girls 5’4” and under, Laura Petites is your destination for the season’s hottest prom looks in sizes 2 – 12. For girls taller than 5’4, Laura offers fabulous styles in sizes 2 – 14. And at Laura Plus you find beautiful prom dresses in sizes 14 – 22.

Laura Canada (www.lauracanada.com) is a privately owned Canadian company with 143 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.

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