

FOR IMMEDIATE RELEASE

PROM NIGHT 2008

Finding your perfect dress has never been simpler (or more fun!)

Montreal, Quebec – February 11, 2008 – With a vast selection of over 60 fabulous prom dress styles and an experienced team primed and ready to help you to discover the perfect dress, Laura Canada, through its Laura, Laura Petites and Laura Plus stores, is without a doubt the ultimate prom dress shopping destination this year. “From trendy shorter length dresses featuring the season’s newest details, fabrics and colours to updated princess-inspired dresses and gowns, our prom selection truly offers something for everyone,” states Cathy Wilson, dress buyer for Laura, Laura Petites and Laura Plus stores. In addition to a wonderful choice of styles, future prom queens need only to look as far as Laura, Laura Petites or Laura Plus to find the dress of their dreams in a size that fits. Laura Petites offers prom dresses in sizes 2 – 12 proportioned to fit girls 5’4” and under. At Laura Plus, prom dresses are available in plus sizes 14 – 24. And for prom’s prettiest dresses in regular sizes 2 – 14, Laura is the destination of choice.

Here are Laura Canada’s top picks for prom night 2008:

One Enchanted Evening

Prom night is the perfect time to let your inner princess shine! This season, princess-inspired dresses featuring full pinch-pleat skirts and fitted bodices are one of prom’s most important new looks. Available in both long and shorter lengths (Cinderella would approve!), these dresses are available in eye-catching shades of blue, turquoise and pink and feature a variety of flattering necklines from halters to strapless styles. Banded waist detailing (creating a cummerbund effect) brings focus to the waist and is a hot new detail that will be seen on many styles of dresses this season.

On your Marks, Get Ready, Dance!

Party dresses are perfect for those who want all-out femininity along with the ease to rock the dance floor. Featuring a fitted bodice, a full skirt that ends at the knee and a hint of tulle at the hemline, these dresses were made for dancing! Pretty ribbon detailing at the waist or highlighting an empire waist up the ‘fem factor’ while unique details such as lace-up backs and tiered skirts give these dresses loads of personality.

Belle of the Ball

While shorter length dresses dominate the prom scene this spring, prom night just wouldn’t be the same without full length gowns being part of the prom wear mix. From ball gowns featuring full skirts enhanced by tulle underskirts to red carpet-inspired satin charmeuse gowns in vibrant hues of fuchsia and turquoise, long gowns are the perfect choice for a more formal look.

Captivating Black and White

Classic black and white comes on strong this season and gets an updated twist with texture and patterns including flocked black velvet flowers and fun polka dots accenting white dresses. Striking black accents such as bold black ribbon belts and sashes add personality and a dramatic touch to many white dresses.

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PROM NIGHT 2008 cont'd

Sparkling Metallics

Whether as an all over look or simply in small touches, metallics shine brightly for prom dresses this season! For sheer opulence, go for the gold (or silver) in a gold or silver brocade shorter length party dress. For those who prefer the glitz of sequins choose from a multitude of possibilities including sprinklings of silver or black sequins set against a black dress, or a dusting of gold sequins set against a gold background – simply dazzling.

Bubble Hems

From the cat walk to prom, bubble hem dresses offer a new style option. With their fitted bust, empire waist and voluminous hemline, these dresses are ideal for prom night fashionistas. Featuring flowing fabrics in shades such as cobalt blue, azure and black, these dresses won't go unnoticed. Glammed up for the big night with dazzling accessories or toned down with a pretty cardigan for a less formal event, these dresses are as versatile as they are flattering.

The Finishing Touch

You've got the dress, now make it your own with the perfect finishing touch! Get ready to steal the spotlight in chunky gem jewellery! Available in a rainbow of colours that include blue, pink, clear and black these bold dazzlers add plenty of bling to necklaces, bracelets and earrings. For the grad who is looking for something a little more subtle, dainty crystal studs and pendants as well as pretty pearl necklaces in delicate shades of white, cream and pink add a sophisticated touch. And for the romantic at heart, delicate drop pieces such as linear chandelier earrings, delicate Y-necklaces, detailed chokers and necklaces featuring a cascade of faceted beads are sure to please! Wrap up your memory making look with a gorgeous georgette, chiffon or organza shawl. Whether simple and chic or beautifully detailed with beads, ruffles or embroidery, a pretty shawl is the ultimate prom dress partner.

Laura Canada (www.lauracanada.com) is a privately owned Canadian company with over 145 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.

