

**News Release**  
**For immediate publication**  
**Business / Fashion**

## Levy Canada Showcases Fall '09 Outerwear Collections

TORONTO, May 6, 2009 – The military look marches on in the five new outerwear collections by Perry Ellis, Buffalo, Betsey Johnson, Laundry and Esprit for Fall '09 presented today by Levy Canada Fashion Company at a luncheon fashion show at Toronto's Jamie Kennedy Gardiner Restaurant.

We're not talking here of the greatcoats of yesteryear – boxy and cumbersome – but of a perfectly tailored “new look” military silhouette by Shelli Segal of Laundry, the subdued soldierly and workwear influence of Perry Ellis, the martial and metal rock'n'roll detailing of Buffalo, and Esprit's feminine GI-inspired coats.

The Levy-made collections share other traits of these famous labels: the traditional fundamentals of perfect tailoring, quality workmanship and timeless elegance.

### **Perry Ellis – Manly Classics**

The Perry Ellis Brand, well known for creating innovative silhouette classics with “a twist,” doesn't disappoint in its men's commuter coats of minimal detailing but tweaked with unexpected accents like checks, plaids and quilted interiors. Convertible details add interest to jackets and parkas in tech fabrics.

### **Urban-edge Buffalo**

Buffalo aims at denim-loving men and women from 20 to 40. Buffalo's Fall Collection hits the mark with an urban-edge look, slick glazed puffers, and inky hues of midnight noir and rich reds. Women's coat lining prints are FOHO-inspired and men's are classically cool stripes.

### **Fashion-forward Laundry**

Every season Laundry by Shelli Segal interprets the latest trends, adding a unique styling to create a signature look for fashion-forward females, age 25 to 45. This Fall's strategic can't-go-wrong pieces include ultra-feminine, of-the-moment anoraks, slinky satin and petal-soft down puffers with super cinched waist detailing, whether belted or ruched, and completely on-season ornate bling. Cool neutrals are interspersed with cobalt blues and golds.

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# LEVY CANADA FASHION COMPANY

225 Chabanel St. W Suite 200 Montreal, Québec H2N 2C9 Tel: 514.908.0104 Fax: 514.381.3775

## **International Esprit**

A team of international designers translates the Esprit attributes into clothes that are self-confident, natural, stylish and sensual. Aimed at women, age 20 to 35, Esprit outerwear for the Fall is subtly trendy and youthfully sophisticated. Shaped pea coats and hi-tech poly puffers with mixed quilt detailing and gleaming iridescent fabrics all convey understated casual luxury.

## **Good Time Betsey**

Betsey Johnson's collection of women's outerwear – sweet-yet-punky combinations, signature leopard, lace and roses, hot pink puffers, satiny sheen fabrics and heart-shaped toggles – is more “good time” Betsey than double time military, except – in a stretch – for her belted trench coats and Canadiana-inspired duffles.

## **About Levy Canada Fashion Company**

Levy Canada Fashion Company produces innovative, functional and exciting high-fashion coats and jackets for Canadian men and women. Together with The Levy Group Inc. (U.S.A.), Levy Canada Fashion Company owns licenses for coats including Laundry by Shelli Segal, Betsey Johnson, and A.B.S by Allen B. Schwartz, Nautica, Liz Claiborne, Perry Ellis, Esprit, Claiborne and Buffalo. The group owns three factories in Asia and operates production offices in Korea, China, Bangladesh, Vietnam and the Dominican Republic. Montreal and New York headquarters supervise product development and sales efforts. Sales offices are also located in Los Angeles, Chicago, Toronto and Calgary.

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For Media Inquiries: Girafe Communications, Julie Leblanc, 514-783-1330, [jleblanc@girafe-communications.com](mailto:jleblanc@girafe-communications.com)

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LizClaiborne  
outerwear

laundry  
BY SHELLI SEGAL  
los angeles

ESPRIT

BETSEY JOHNSON

A·B·S

BUFFALO  
DAVID BITTON

NAUTICA

PERRY ELLIS

CLAIBORNE  
OUTWEAR