



FDJ French Dressing, inc.

Press Release
For immediate publication
Fashion, Lifestyle

FDJ FRENCH DRESSING JEANS INC. UNVEILS ITS NEW COLLECTION FOR FALL/WINTER 2009

Great! A look for the star set from friends Peggy, Suzanne, Olivia and Kylie!

MONTREAL, June 4, 2009 – *For next season, popular jeans manufacturer FDJ French Dressing proposes a glamorous, embellished version of its impeccably cut classic jeans in fine fabrics.*

FDJ French Dressing Jeans: True to Form

Underline her silhouette, follow her curves, listen to her body, find HER style: that's the challenge undertaken season after season by FDJ French Dressing, the popular Montreal jeans brand. The 100-year-old company changed hands in 2008 but proud of its "Real Fit for Real Women" reputation and motto, it will continue showcasing the quality of the **FIT**. Back again this season are the four steadfast and true models: Peggy, Suzanne, Olivia and Kylie. Each style is unique and sublimely moulds the silhouette in its own way, combining comfort, slimming effect, fashion and versatility.

Peggy, Suzanne, Olivia and Kylie Sparkle and Shine

What's distinctive about the FDJ French Dressing style this season are the details: at once glamorous and sophisticated, adornments that are fanciful yet subtle. Elaborate embroidery, rhinestones, studs and rivets, and simili leather details embellish the traditional FDJ French Dressing classics, combining comfort and rapture in different ways.

FDJ French Dressing Slims and Refines

Classic elegance has always been a hallmark of FDJ French Dressing, and two new fabrics now extend the tradition and complete the line. *Diamond Denim*, aged by manual distressing and less stretchy than FDJ French Dressing's classic denims, provides a more now silhouette, while the more textured *Euro Denim* marries the early 20th century beauty of denim with the comfort of Lycra®.

Enhanced textile fabrics add chic to the seasonal revival, aided and abetted by overdyed colours like *onyx*, *plum*, *cognac* and *midnight* that reflect the brand's taste for subtle sophistication. Finally, new denims in reptile prints or with metallic bronze effect will please the most daring.

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About FDJ French Dressing Collection

The secret of FDJ's success rests on its understanding of how to create and offer a perfect fit for every type of silhouette. Only fabrics meeting the following quality criteria are used by FDJ French Dressing: **Stretch**, **Recovery** and **Softness** (SRS Technology). Also distinctive is the collection's range of styles differing by rise (Regular, Mid and Low), fit (petite or regular, Natural or Easy) and silhouette (slim, straight, boot cut or flared), designed to satisfy individual needs and preferences. Season after season, loyal FDJ French Dressing customers rediscover their favourite styles, updated to today's tastes.

Tailored for active and mature women, the four FDJ French Dressing star models (Peggy, Suzanne, Olivia and Kylie) offer various combinations of rise-fit-silhouette to satisfy the needs of each, and all are designed to lift the butt and slim the tummy. Certain styles contain Lycra® for greater comfort and durability.

Complementing its line of shape-flattering jeans, FDJ French Dressing also offers a collection of coordinates marvellously suited to denim: sweaters, blouses, jackets and vests.

About FDJ French Dressing Inc.

FDJ French Dressing Inc., a Montreal company, has been offering jeans of exceptional fit and superior quality for some 20 years. The new owners (since 2008), Noah Stern (President of Levy Canada Fashion Company) and Ayal Twik (Vice-president of Business Development, Groupe Corwik) remain faithful to the firm's four core values: fit, quality, excellent service and social responsibility. FDJ French Dressing Jeans clothing is available in more than 2,000 independent and specialty boutique retailers across Canada and the United States.

FOLLOW YOUR CURVES WITH FDJ FRENCH DRESSING: FIND YOUR FIT FOR LIFE

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www.fdj.ca

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