



**MEDIA ADVISORY
PHOTO AND INTERVIEW OPPORTUNITY**

**Fit Clinics by FDJ French Dressing
Get fit by a FDJ Fit Specialist!**

MONTREAL, April 30th, 2010 — FDJ French Dressing is thrilled to announce its upcoming Fit Clinic event at Village Fashion store in Stony Plain on May 11th, 2010 to be hosted by an FDJ Fit Specialist Joseph Tassoni, Fit Clinic Specialist.

From 3 p.m. to 8 p.m., fashion lovers from the Stony Plain area are cordially invited to stop by and be fit by an FDJ French Dressing Fit Specialist and find their perfect fitting pair of jeans, while learning tips and advice on how to dress and look their best.

Media representatives are welcome to come and visit the store for photo and interview sessions with FDJ and Village Fashion store experts to review this season's trends and talk about the importance of fit.

FDJ French Dressing believes in promoting and partnering with its speciality boutiques. Our customers deserve one on one personalized service that only independent boutiques can offer. FDJ French Dressing prides itself on offering outstanding customer service, superior fit and quality and giving back to its communities.

The secret of FDJ's success rests on its understanding of how to create and offer a perfect fit for every body type and every shape. All priced under \$100, the five FDJ French Dressing fits (called Peggy, Suzanne, Dusty, Olivia, and Kylie) offer various combinations of shape and rise to satisfy every woman's needs, and all are designed to lift the butt and slim the tummy. Complementing the line of shape-flattering jeans, FDJ French Dressing also offers a collection of coordinates beautifully designed to work seamlessly with the collection: sweaters, blouses, jackets and vests.

WHO & WHAT : Photo and interview opportunity at FDJ French Dressing's Fit Clinic, featuring Joseph Tassoni.

Get a chance to chat with FDJ French Dressing stylist and the team at Village Fashion store while witnessing live fitting sessions and get testimonials from visitors.

WHERE: Village Fashion
5113 50th St.
Stony Plain, Alberta

WHEN: From 3 p.m. to 8 p.m. on Tuesday, May 11th, 2010

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 CEO (also President of Levy Canada Fashion Company) and Ayal Twik, President (also Vice-president of Business Development, Group Corwik) remain faithful to the firm's four core values: fit & quality; excellent customer service; giving back to the community; and an independents and boutiques ONLY distribution strategy. FDJ French Dressing clothing is available in more than 2,500 independent and speciality boutique retailers across Canada, the United States, Europe, Australia, New Zealand as well as other countries.

CELEBRATE YOUR CURVES WITH FDJ FRENCH DRESSING AND FIND YOUR FIT FOR LIFE!

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Web Site: www.fdj.ca

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