



FDJ French Dressing inc.

PRESS RELEASE
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WHAT'S NEW AT FDJ FRENCH DRESSING FOR FALL/WINTER 2010-2011

MONTREAL, March 31st, 2010 – Established jeans maker FDJ French Dressing combines comfort and versatility for the Fall 2010 season with the launch of the new knitwear collection, SOFT by FDJ.

Consistent Values and Fashion Forward Fabrications

With a resounding turnaround year under its belt, FDJ French Dressing is poised for success again this season with the return of its four tried and trusted fits: Peggy, Suzanne, Olivia and Kylie along with Dusty's comeback, the perfect mid-rise jeans for curvy silhouettes. All the FDJ fits are available in Regular and Petite sizing in new and exciting fabrications: animal prints that are definitely distinctive from the more refined and conventional. Leopard, python and leather-like fabrics liven the collection and mix well with the overdyed denim's new wash colours – rich greys, mocha and garnet – newly added to the collection's palette.

In line with its constant pursuit to develop new classics in an elegant and subtle manner, novelty fabrics *Diamond Denim* (a denim aged by hand-rubbing has less stretch than classic denim) and *Euro Denim* (a more textured denim) have proven themselves and are now featured in the FDJ French Dressing collection while Euro Denim takes a prominent role in the "power denim" trend, giving the jeans new access to the professional and business world wardrobe.

Season after season, FDJ French Dressing endeavours to offer great fitting bottoms with fashion tops. Again this season, the manufacturer suggests smart, jean-lovers' tops like the boyfriend shirt, reversible tops and bold jewellery. Another FDJ French Dressing first is the launch of SOFT by FDJ, a collection of easy wear coordinates, which seamlessly integrates with the main FDJ French Dressing collection.

SOFT by FDJ: Coordinates designed by Marla Ginsburg

Having recently joined the ranks of FDJ French Dressing as brand ambassador and Creative Director, self-taught 54-year-old designer Marla Ginsburg introduces her new label, SOFT by FDJ: a collection of soft knits and wovens brilliantly suited to FDJ French Dressing jeans.

Comfort and elegance are never compromised in this versatile collection that fuses fashion's flow and fit in easy care, easy wear fabrications. "SOFT by FDJ was created by and for women of my generation, the *Jean Generation*," explains Marla Ginsburg.

FDJ French Dressing and SOFT by FDJ are available at independent boutique retailers across North America. Retail prices for the jeans range from \$77 to \$145. SOFT by FDJ coordinates sell between \$38 and \$98.



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About Marla Ginsburg

A television producer in Hollywood and Paris for the last 20 years, Marla Ginsburg decided to reorient her career following the screenwriters' strike of 2007. She opted to combine her creativity with her passion for clothes. Her objective was to create apparel that filled the needs of women of her generation, in harmony with their lifestyle but also suited to their body shape. The self-taught designer created several collections with the help of various associates and investors before joining the FDJ French Dressing team in 2009 as Creative Director. Marla Ginsburg is the driving force behind SOFT by FDJ, a collection easy wear coordinates that are marvellously suited to FDJ French Dressing jeans. SOFT by FDJ will be in stores this Fall.

About FDJ French Dressing Jeans

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"). All jeans contain Lycra® for greater comfort and durability. Also distinctive is the collection's range of styles differing by Rise (Regular, Mid and Lower), Body Shape (Regular or Curvy available in both Petite & Regular inseams) and leg opening (skinny, straight, boot cut or flared), designed to satisfy individual needs and preferences. Back again this season are the five FDJ French Dressing steadfast and true fits: Peggy, Suzanne, Dusty, Olivia, and Kylie. Each style is unique and sublimely moulds the silhouette in its own way, combining comfort, slimming effect, fashion and versatility. Season after season, loyal FDJ French Dressing customers rediscover their favourite fits in new fabrics, detailing and embellishments. With various combinations of shape & rise to satisfy the needs of each, all fits are designed to lift the butt and slim the tummy.

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

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 CEO (also President of Levy Canada Fashion Company) and Ayal Twik, President (also Vice-president of Business Development, Groupe Corwik) remain faithful to the firm's four core values: fit; quality; excellent service; social responsibility; and an independents and boutiques ONLY distribution strategy. FDJ French Dressing clothing is available in more than 2,500 independent and specialty 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

For media inquiries:
Julie Leblanc
Girafe Communications
514-861-1330 ext.227
jleblanc@girafe-communications.com