



*FDJ French Dressing, inc.*

**Press Release**  
For immediate publication  
Fashion, Lifestyle, Commerce

## STYLISH AND COMFORTABLE JEANS: MYTH OR REALITY?

*From October 22nd to November 7<sup>th</sup> 2009, FDJ French Dressing Jeans invite fashion enthusiasts and jean lovers alike to get expertly fitted and guided to the perfect style by its team of experts supported by FashionTelevision's Jeanne Beker and celebrity stylist Wendy Natale during the famous FDJ French Dressing Jeans Fit Clinic Tour.*

MONTREAL, October 22nd, 2009 – Today marks the beginning of a 17-day FDJ French Dressing Jeans Fit Clinic Tour across Ontario. Taking place in more than 8 cities across the province and in collaboration with select retailers, a team of experts from French Dressing Jeans will greet fashion fans to help them find the perfect fitting jeans. Marla Ginsburg, Creative Director for FDJ and her team will gather with special guests during the Tour: fashion guru Jeanne Beker, host of CTV's FashionTelevision and Wendy Natale, Hello Canada Magazine Fashion Editor and celebrity stylist.

Through these FDJ French Dressing Fit Clinics, the FDJ experts will assess each guest to find the perfect fitting jeans that will underline her silhouette, follow her curves, listen to her body, find HER style.

Having just returned from covering the runways at New York and Paris Fashion Weeks and fresh from Toronto's LG Fashion Week, Jeanne Beker will lay her skillfull eye on fitting sessions, will reveal the leading trends for the upcoming season and will be chatting with guests about the importance of good fit in garments. She will be present at *Lizzy R* in Waterloo (October 27th) and *Apropos* in Port Stanley (October 28th). "FDJ French Dressing Jeans is about real fit for real women and we are pleased to have Jeanne Beker guest starring in some of our clinics this

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season. She will help us advise active and mature women on how to find the right style of jeans for their own special body and lifestyle,” explains Noah Stern, President of FDJ French Dressing Jeans Inc. Celebrity stylist Wendy Natale will also contribute to FDJ Fit Clinic Tour in Stayner (Barb’s Clothes Closet, November 5<sup>th</sup>), Port Perry (AW Brock, November 6<sup>th</sup>) and Ingersoll (Roberts&Company, November 7<sup>th</sup>). Ms Natale is a precious styling collaborator to celebrities like Project Runway Canada’s host and international model Iman and Leah Miller, host of So You think You Can Dance Canada TV show, just to name a few. About Jeanne Beker and Wendy Natale’s collaboration, Mr. Stern says: “With so many years of experience, these fashion experts have the know-how on fit and style. They are invaluable collaborators and we are honoured to have them play an important role in this season’s Tour.”

#### **About the 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. Back again this season are the four FDJ French Dressing Jeans 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. Season after season, loyal FDJ French Dressing customers rediscover their favourite styles, updated to today’s tastes. With various combinations of rise-fit-silhouette to satisfy the needs of each, all styles are designed to lift the butt and slim the tummy. Certain styles contain Lycra® for greater comfort and durability.

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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.

For more information on the collection, please visit [www.fdj.ca](http://www.fdj.ca).

**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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For dates, locations and list of participating stores, please refer to the attached document: "FDJ French Dressing Fit Clinic Tour Calendar".

On-site photo and interview opportunities with Jeanne Beker are available to media by appointment only and upon request.

**Web Site:**

[www.fdj.ca](http://www.fdj.ca)

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