

## NEWS RELEASE Business, fashion

### Opposites Attract

*Levy Canada unveils its series of coat collections for the Fall 2010 season, marking the arrival of new team members Hilary Radley and Moose Knuckles.*

MONTREAL, May 19, 2010 – For Fall 2010, the most important coat manufacturer in Canada diversifies its offering more than ever, adding the Hilary Radley and Hilary Radley New York to its impressive brand portfolio. It has also added via separate partnership with founder Will Poho high fashion Moose Knuckles to its line-up. The renowned new recruits' collections will be premièred today alongside other famous house labels: Laundry by Shelli Segal, Betsey Johnson, Nautica, Perry Ellis and Buffalo.

#### **Hilary Radley and Moose Knuckles : Classicism in Two Versions**

As do the other famous Levy Canada labels, Hilary Radley and Moose Knuckles (created and designed by Will Poho) rely on traditional basic principles, namely, impeccable cut, quality workmanship and timeless elegance. Appearances to the contrary, the new collections are both classic in their own fashion and demonstrate an attention to detail and quality readily apparent in the designs and in the use of irreproachable fabrics and trimmings. "We are delighted to be associated with these extremely talented, visionary and original designers. They add significant strength to our company's leadership position in the Canadian apparel industry," explains Noah Stern, President of Levy Canada Fashion Company.

#### **A Warm Welcome for Hilary Radley**

Happy to be back with new associates, the celebrated Canadian designer known for her elegant coats proposes a collection of multiple silhouettes whose distinctive collars, luxurious fabrics and subtle color palettes will seduce contemporary career women, that make up Hilary Radley's very faithful clientele.

Fall 2010 marks the emergence of new fuller and relaxed shapes that offer real havens of comfort. Elegant cocoons of generous proportions with wide rounded shoulders and tapered silhouettes, the coats exude an uncluttered elegance. Enhanced by the use of baby alpaca, goose down, techno twill and bonded leather, they combine luxury, warmth and comfort as only Hilary knows how to do so well. The collar structure, sometimes in the shape of a tulip, at times a shawl, occasionally a cravat, often stand up, made of fur or knit, frame the face and contribute to the grace of these renewed classics.

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HILARY  
RADLEY

HILARY RADLEY  
NEW YORK

MOOSE KNUCKLES

laundry BY DESIGN BETSEY JOHNSON

ESPRIT

A·B·S<sup>®</sup>  
*John S. Smith*

PERRY ELLIS

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DAVID BITTON

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# LEVY CANADA FASHION COMPANY

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Hilary Radley offers two collections: Hilary Radley, with retail prices from \$375 to \$975, and Hilary Radley New York, with retail prices from \$250 to \$495.

## **Moose Knuckles : When Quality Rhymes With Cheekiness**

Thirty-something designer Will Poho offers a collection of jackets and parkas for men and women that are made in Canada from the finest fabrics, downs and materials available. Conceived for maximum warmth AND style, the Moose Knuckles collection is inspired by it's Canadian Heritage, updated to today's taste for an urban, sexy look. But beyond performance and cut, "Moose Knuckles is a way of life, a rebellious attitude, an ode to audacity, a confessed pleasure," says the first moving designer and creator of the brand, who admits to cherishing controversy.

For men and women, the Moose Knuckles collection include both bomber and parka styles. The re-modernized rural winter coats come in black, red, cream, dark grey and brown. Pompons and hoods are trimmed with blue fox fur. Also worth watching for are the fabulous "ski doo" mitts, combining trendy, warmth and attitude, symbolizing the label's unique brand image.

Retail prices of Moose Knuckles coats go from \$690 to \$790.

## **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 (U.S.A.), Levy Canada Fashion Company designs and produces coats and jackets under the Laundry by Shelli Segal, Betsey Johnson, A.B.S by Allen B. Schwartz, Nautica, Liz Claiborne, Perry Ellis, Esprit, Claiborne, Buffalo, Hilary Radley and Hilary Radley New York brands. Each brand is designed exclusively by a specialized individual design team located in New York and Montreal. Levy Canada Fashion Company also partners with Moose Knuckles. The group owns 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. Offices are also located in Los Angeles, Chicago, and Toronto.

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