

**MARIE SAINT PIERRE**  
*for/pour* REITMANS

**FOR IMMEDIATE RELEASE**

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**REITMANS ANNOUNCES A MAJOR DESIGNER COLLABORATION**

The Iconic Canadian Company Partners With An Iconic Canadian Designer – Marie Saint Pierre – To Create A Sensational Collection Of Dresses For Holiday 2011

Montreal: Reitmans is proud to announce its first designer collaboration with renowned Canadian fashion designer Marie Saint Pierre. For Holiday 2011, Reitmans will present a tightly honed and carefully edited collection of dresses designed under the label, Marie Saint Pierre *for/pour* Reitmans. Saint Pierre has created a capsule collection of exquisite dresses that are at once recognizably Marie Saint Pierre but keep the Reitmans customer firmly in mind.

“We’re very excited about this new venture,” says Reitmans Division President Nadia Cerantola. “We’re thrilled to be able to present our customers with a designer collection and to be able to invite new customers to Reitmans, offering them the opportunity to purchase a Marie Saint Pierre at a very accessible price. Marie Saint Pierre, working closely with our team, has designed a collection that works in all size ranges, including petite and plus. The collection doesn’t sacrifice comfort or versatility, which is so important to Reitmans.”

For her part, Marie Saint Pierre was equally excited about collaborating with Reitmans. “I’ve loved their advertising campaigns and their relationship with their customers,” the designer says. She discovered common values and points of view with the retailer that became the foundation for her work. “Reitmans has a very intelligent approach to their clientele; they know her incredibly well,” she adds. “We both wanted dresses that would fit different sizes of women at different ages without compromising the look. While we worked in different fabrics to be able to create these dresses at a very reasonable price, we have not compromised in style, shape, complexity and workmanship. The result is quintessential Marie Saint Pierre.”

**MARIE SAINT PIERRE *for/pour* Reitmans: Simple, Elegant Silhouettes and Surprising Details**

In the 10-piece Holiday 2011 collection, Marie Saint Pierre aficionados will recognize the designer’s distinct point of view and many of her signature touches, while committed Reitmans customers will find the emphasis on fit, comfort and wearability for which the company is known. With many pieces designed with the day-into-evening concept in mind, the collection offers ten dresses in a wide range of sizes, including two for petites and two for plus size women. Black, imbued with hits of colour – a red bandeau top or a blue skirt on black dresses – predominates. The designer delivers the easy, fluid, yet architectural shapes for which she is known, and always with unexpected touches: the back of a dress dipping lower than the front; the combination of day/evening fabrics; the longer length of a sleeve; the removable hardware appliqués.

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"We love the way Marie has combined different fabrics," says Brigitte Martin, Reitmans Merchandise Manager, who collaborated with the designer on the collection's development. "There's always the element of surprise – in the unexpected way she does a silhouette, the angles, the way she mixes textures, the chain hardware details. We love the fact that a few of the dresses are in knits. You can wear them to work and still be perfectly dressed for a holiday party."

A project in the planning for quite some time, Reitmans chose Marie Saint Pierre with great care. "We wanted to find a designer with a certain kind of compatibility with our brand," Cerantola explains, "but that most definitely did not mean a designer who does what we are already doing. Marie Saint Pierre has been designing since 1987 and we could see from her work that she has a real understanding of women. Like us, she has been through many cycles of fashion. And of course, she is one of Canada's design icons. We hope our customers will be as excited about the results as we have been in the collection's creation." A second capsule collection with the designer is currently in development for Spring 2012.

The dresses range in price from \$85 to \$95. The Marie Saint Pierre for/pour Reitmans collection will be available this November in 34 Reitmans stores in Ontario and Quebec and online at [www.reitmans.com](http://www.reitmans.com)

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*Reitmans is Canada's largest women's apparel specialty chain, with more than 365 stores coast-to-coast. Reitmans offers affordable, stylish fashions designed to fit everybody and every body, and has developed strong customer loyalty through superior service, insightful marketing and quality merchandise. For retail locations, please visit the website at [www.reitmans.com](http://www.reitmans.com)*

*With a unique vision consistent throughout her career, Marie Saint Pierre is one of Canada's most esteemed fashion designers, her unique style merging an avant garde sensibility with the practical fashion needs of modern women. An Elle Quebec Designer of the year and the first designer to showcase her work at Collections Createurs in Paris, her work continues to excite both aficionados and new customers alike. Learn more about Marie Saint Pierre at [www.mariesaintpierre.com](http://www.mariesaintpierre.com)*