

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

**FOR IMMEDIATE RELEASE**

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SPRING 2012 BUILDS ON THE HOLIDAY COLLECTION WITH DRESSES THAT ARE FRESH, VIBRANT, DIVERSE – AND ENCHANTING

Following an exceptionally well received Holiday 2011 collection, Reitmans introduces *Marie Saint Pierre for/pour Reitmans* Spring 2012. The capsule collection of spring and summer dresses, marking the company's second collaboration with the esteemed Canadian designer, builds beautifully on the creative successes of the first collection. The ten piece collection, while still recognizably and distinctively Marie Saint Pierre, reflects the nature of the season and, for Reitmans, the focus on dresses is more than the recognition of a current trend. "A dress is a perfect expression of a woman's femininity," says Brigitte Martin, Reitmans Merchandise Manager.

The collaborative experience of the holiday collection left Reitmans' design and merchandising team eager to take the creative process further and explore more ideas with Saint Pierre, with whom they've found a sympathetic partner. "Marie understands women and their body shapes," Martin explains. "The way she designs, the way she creates a pattern is very much within our approach. She really understands the need for feminine and flattering fits."

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"For Holiday 2011, the first collection, I created timeless dresses, primarily black, that gave the Reitmans customer something she could wear for special occasions," says the designer. "For spring I wanted to do something a little more frivolous, more colourful, more 'girly.' I've created a collection that is much lighter, with some vibrant colours and vibrant prints." Martin concurs, adding, "We wanted to offer our customers a spring/summer dress collection that's fresh and easy, but also a little more daring. It's all about femininity and romance and softness, but because we're Reitmans it's also about versatility." In recognition of Reitmans' commitment to making great fashion accessible to women of every shape and size, the collection offers styles in both Petite and Plus sizes as well as regular sizes.

The collection nods to a number of important and appealing trends in dresses that incorporate colour blocking, neutrals, fluidity and draping, mesh, vertical ruffles, layers, asymmetry and a range of lengths including maxi. Halter tops are cleverly incorporated into styles that include a dramatic red maxi dress with diagonal ruffles across the front and a black V-neck wide-leg jumpsuit in a fluid knit. Colour, whether in prints or solids, is fresh and eye-catching and includes a vivid pink, a rich, light mocha and bold red florals on fresh white backgrounds. Black, a Marie Saint Pierre hallmark, is here as well, effectively used to ground floral prints, for floaty diaphanous layers and for colour blocking. Knit jerseys predominate for ease, comfort and to inject a touch of informality into certain styles.

The *Marie Saint Pierre for/pour Reitmans* Spring 2012 collection will be available on April 26, 2012 at 45 Reitmans stores across Canada and online at [www.reitmans.com](http://www.reitmans.com). Most dresses in the collection will be under \$100.

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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)*

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THE DRESSES



01 Sleeveless v-neck dress with knit bodice, knit skirt and mesh trim.  
Size XS – XL  
\$85



06 Asymmetrical printed satin dress.  
Size XS – XL  
\$85



02 Crepe knit v-neck maxi dress with asymmetrical ruffles.  
Size XS – XL  
\$120



07 Scoop neck knit shift dress with cap sleeves and chain detail.  
Size XS – XL \$85  
Plus Size 1X – 3X \$95



03 Crepe knit v-neck jumpsuit with skirt overlay.  
Size XS – XL  
\$120



08 Floral print satin halter dress with Ponte de Roma trim.  
Petites Size XS – XL  
\$85



04 Knit mesh dress with flutter sleeves and asymmetrical ruffle.  
Size XS – XL  
\$85



09 Crepe knit bustier dress with back ruffles.  
Petites Size XS – XL  
\$85



05 Sleeveless scoop neck layered mesh dress.  
Size XS – XL  
\$85



10 Maxi dress with v-neck knit bodice and printed satin skirt.  
Plus Size 1X – 3X  
\$120

## *Stores List*

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- **RUE MONT-ROYAL**, Montreal, Quebec
- **PLACE VILLE-MARIE**, Montreal, Quebec
- **GALERIES D'ANJOU**, Montreal, Quebec
- **COMPLEXE DESJARDINS**, Montreal, Quebec
- **CARREFOUR ANGRIGNON**, Montreal, Quebec
- **PLACE MONTRÉAL-TRUST**, Montreal, Quebec
- **CARREFOUR LAVAL**, Laval, Quebec
- **PLACE ROSEMÈRE**, Rosemère, Quebec
- **GALERIES RIVE-NORD**, Repentigny, Quebec
- **MÉGACENTRE MASCOUCHE**, Mascouche, Quebec
- **CENTRE COMMERCIAL LES PROMENADES**, Saint-Bruno, Quebec
- **CARREFOUR DE LA RIVE-SUD**, Boucherville, Quebec
- **LES QUARTIERS DIX 30**, Brossard, Quebec
- **COMPLEXE POINTE-CLAIRE**, Pointe-Claire, Quebec
- **GALERIES DE LA CAPITALE**, Quebec, Quebec
- **MÉGACENTRE LEBOURGNEUF**, Quebec, Quebec
- **PLACE LAURIER**, Quebec, Quebec
- **CHAREST & DUPLESSIS**, Sainte-Foy, Quebec
- **MÉGACENTRE RIVE-SUD**, Saint-Romuald, Quebec
- **PLACE DU ROYAUME**, Chicoutimi, Quebec
- **CENTRE COMMERCIAL LES RIVIÈRES**, Trois-Rivières, Quebec
- **CARREFOUR DE L'ESTRIE**, Sherbrooke, Quebec
- **LA GAPPE**, Gatineau, Quebec
- **CENTRE ST-JEAN**, Saint-Jean-sur-le-Richelieu, Quebec
- **ST. LAURENT SHOPPING CENTRE**, Ottawa, Ontario
- **BAYSHORE SHOPPING CENTRE**, Nepean, Ontario
- **OSHAWA CENTRE**, Oshawa, Ontario
- **TORONTO DOMINION CENTRE**, Toronto, Ontario
- **YONGE & EGLINTON CENTRE**, Toronto, Ontario
- **TORONTO EATON CENTRE**, Toronto, Ontario
- **SCARBOROUGH SHOPPING CENTRE**, Scarborough, Ontario

## *Stores List*

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- **DEVONSHIRE SHOPPING CENTRE**, Windsor, Ontario
- **PIAZZA DEL SOLE**, Woodbridge, Ontario
- **MIC MAC MALL**, Halifax, Nova Scotia
- **SOUTH EDMONTON COMMON**, Edmonton, Alberta
- **SKYVIEW POWER CENTRE**, Edmonton, Alberta
- **KINGSWAY GARDEN MALL**, Edmonton, Alberta
- **SIGNAL HILL CENTRE**, Calgary, Alberta
- **SHAWNESSY TOWN CORNER**, Calgary, Alberta
- **MARKET MALL**, Calgary, Alberta
- **IRONWOOD PLAZA**, Richmond, British-Columbia
- **COQUITLAM CENTRE**, Coquitlam, British-Columbia
- **METROTOWN CENTRE**, Burnaby, British-Columbia
- **WILLOWBROOK MALL**, Langley, British-Columbia