



**Luck be a lady with the new 'Simone' dress collection at Plum**  
*Ultra-feminine dress line will sweep you off your feet*

**Vancouver, B.C., March 26, 2007**—Spring has sprung at Plum stores across British Columbia and Alberta courtesy of the new 'Simone' dress line from head designer Claudia Agusti. Named for owners Ed Des Roches and Kate O'Brien's ingénue daughter, the collection's pastel hues and voile patterns are guaranteed to brighten every woman's day (and closet) – grey skies and spring rain showers notwithstanding.

"'Simone' is sure to be a staple in every fashion-savvy woman's wardrobe," says Agusti. "The goal was to create a line with pieces that would make women feel both pretty and chic."

Featuring wrap dresses, empire waists and A-line skirts, the collection is designed to make women feel beautiful at work and at play. Looks include delicate lace, chic voile and 50s-inspired patterns.

"We like to think we're bringing feminine back," says Agusti. "And it's back in a big way – but with a modern twist. Women can embrace their femininity and still look fierce."

Starting at just \$69 and topping off at \$150, the line is one more example of Plum's commitment to providing women with stylish pieces at accessible prices.

"The dress collection is meant to be beautiful and affordable," adds Agusti. "We want our customers to be able to bring home a number of fashionable pieces to suit whatever mood strikes them."

Other spring must-haves at Plum include a classic trench coat (\$179) in taupe or black and tunics in cotton, perfect as a stylish bikini cover-up or over skinny jeans. To accessorize, think delicate gold chains and locket, turquoise jewellery and animal-motif pendants (birds and butterflies abound).

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