



Press Release

Jessica London® Designs Innovative Seam Science™ Tee Collection

New York, NY—May 13, 2010—[Jessica London®](#), a plus size brand in the portfolio of Redcats USA's OneStopPlus.com group, announced today the launch of its new Seam Science™ Tees, a collection with a unique design that will be a 'must-have' for every woman's summer wardrobe.

Jessica London® designed this special collection with strategically-placed seams that contour and shape to provide a more slender appearance. What's more, the winning combination of comfortable fabric, vibrant colors and Seam Science™ technology make these versatile fashions even more appealing; they can be paired with jeans or dress pants, and can even be used to layer.

Check out the Seam Science™ Tees in this innovative collection. Both styles are made of cotton/spandex jersey and are available in sizes 14/16 to 30/32.

[Seam Science Scoopneck Tee](#) – This tee has a classic shape with elbow-length sleeves for underarm coverage and support. Innovative seaming smoothes and shapes front-to-back for the best fit in a traditional tee.

[Seam Science V-Neck Tee](#) - Crossover seams at the chest flatter any bust line while innovative vertical seams slim and define the waist for a perfect shape.

"Customers can get a plain t-shirt anywhere, so the Jessica London® team set to task to design styles especially flattering for the plus size figure," said John Mallon, Vice President/General Brand Manager for Jessica London®. "I'm confident our customers will want every color in this collection, and they can afford every one of them since they are priced so reasonably."

Since 1997, Jessica London® has brought quality career, casual and special occasion fashion, plus classic, easy-to-wear separates, comfortable lingerie and shoes to women sizes 12 to 32, including petites and tall.

Visit [JessicaLondon.com](#) or call (800) 441-1362 anytime 24/7. You can also find these fabulous fashions on the web's only plus size shopping mall at [OneStopPlus.com](#).

Plus, customers can join the thousands of fans who are following Jessica London's modern and chic plus size styles on its [Facebook](#) page, and even more are reading [OSPMag](#), OneStopPlus.com's online web magazine created to share fashion tips, hot trends and new must-have products.

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About Redcats USA

Redcats USA is a dynamic, multi-channel, web-driven home-shopping leader, with numerous well-known brands in its portfolio: AVENUE®, Woman Within®, Jessica London®, Roaman's®, KingSize®, BrylaneHome® and BrylaneHome® Kitchen sold on OneStopPlus.com®, The Sportsman's Guide® and The Golf Warehouse®. Redcats USA offers a wide range of value and quality driven merchandise categories, including men's and women's plus-size apparel, home and lifestyle products, and sporting goods/outdoor gear. Redcats USA is a Redcats Group company.

About Redcats Group

Standing at the forefront of fashion, design and e-commerce, Redcats brings together 15 brands in home shopping : Avenue®, Woman Within®, Jessica London®, Roaman's®, KingSize®, BrylaneHome®, OneStopPlus.com®, The Sportsman's Guide®, The Golf Warehouse®, La Redoute, Vertbaudet, Cyrillus, Somewhere, Daxon and Ellos, present in 30 countries. Redcats generated 3.386 billion euros of sales in 2009, including 47% on Internet and employs approximately 16,000 associates. Redcats distribution network combines e-commerce web sites (more than 60) catalogues and stores (more than 600). Redcats is a PPR Company. For any further information: [www.redcats.com](#)

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