



## Press Release

### Roaman's, Premier Plus Size Women's Brand, Unveils a New Look

New York, NY – September 24, 2009 – [Roaman's](#), the fashion authority in plus size women's apparel and part of the Redcats USA portfolio, has modernized its brand by launching a new look, a more exciting product offering, and re-designed creative that has been embraced by fashion-savvy consumers.

Always ahead of the curve in fashion trends, Roaman's offers the plus size customer the off-the-runway styles she craves, impeccably interpreted for her unique proportions and personality, all at the value-driven prices she demands in the current economy. The Roaman's customer never has to sacrifice or feel guilty to look stylish. For Fall 2009, Roaman's will unveil such current trends as the free-flowing Bohemian look, patriotic military styles, chic menswear-inspired pieces and, of course, the soft, feminine pieces all women love.

Roaman's has been serving the plus size market for more than 60 years, but has taken a bold new approach to its product line. While continuing to offer the largest selection of sizes, colors and styles, Roaman's is now putting even more emphasis on fashion that fulfills the customer's desire to look beautiful and feel confident in every aspect of her life.

"The concept of the new Roaman's was ignited by our customers' vision of the wants and needs of today's plus size woman, while at the same time, searching the runways for designs that really give her that feeling of confidence and beauty," said Blanca Vera, Vice President/General Brand Manager for Roaman's. "We are about fashion. We are about quality. We are about value. Yet, we never forget the importance of providing all of these things at an affordable price."

Customers can discover the new Roaman's online at [Roamans.com](#) and [OneStopPlus.com](#). Not only will they see the broad selection of merchandise, but they can also view videos offering a 360 degree view of select products, with even more to come for the holiday season. Roaman's fashions have also been featured in prominent fashion publications such as *People Magazine's* Style Watch, *Essence*, and *Glamour*.

#### **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.

#### **About Redcats Group**

In apparel, home furnishing and leisure, Redcats Group brings together 14 brands in home shopping: AVENUE®, Woman Within®, Jessica London®, Roaman's®, KingSize®, The Sportsman's Guide®, The Golf Warehouse®, La Redoute, La maison de Valérie, Vertbaudet, Cyrillus, Somewhere, Daxon and Ellos, present in 30 countries. Redcats Group generated 3.69 billion euros of sales in 2008, including 42.2% on Internet and employs approximately 20,000 associates. Redcats Group is based on a multichannel distribution network combining e-commerce, catalogues and stores. Redcats Group is a PPR Company. For any further information: [www.redcats.com](#).

#### **Contact Information**

Pat Cross  
Vice President, Corporate PR & Communications  
Redcats USA  
212-502-9315

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