

Fall – Winter 2009 Season

Michel Klein and La Redoute prolong their partnership

After a ready-to-wear collection for summer 2009, La Redoute and Michel Klein are continuing their partnership. The designer has worked on an exclusive line of accessories and a 'star' ready-to-wear piece.

Thigh boots, sandals, buckle boots, berets, gloves and bags... Michel Klein proposes a very rock 'n roll line exclusively for La Redoute. These are accessories to dress up the timeless untreated denim biker jeans.

Michel Klein has an avant-garde style and he first worked with La Redoute in 1993 proposing his famous Mao-style jacket. But it was back in 1987 that the designer launched his label and opened his first shop in Paris. Being a man of many talents he recently brought out a perfume called 'Cher Michel Klein', echoing the name of his luxury ready-to-wear line launched in 2004.

La Redoute at the heart of design

Each season, La Redoute invites designers to contribute to making fashion more affordable and bringing it within everyone's reach. The top names have accepted this challenge, from Emmanuelle Khanh in 1969 through to Christian Lacroix's recent line, as well as many others including Karl Lagerfeld, Yves Saint Laurent, and Courrèges. It has become a tradition that La Redoute proposes each season.

La Redoute has also always backed new talents by offering them an international showcase.

The Michel Klein Collection for La Redoute will be available from July 2009

ABOUT LA REDOUTE

www.laredoute.fr

*With multiple specialties in Ready-to-Wear, Furniture and Home Decorating, La Redoute is the second largest merchandiser of women's clothing and home linens in France. With 18 million customers around the world, La Redoute is present in 24 countries and draws strength from its multi-channel distribution model that combines catalogues, stores and the Internet. In fact, Laredoute.fr, the number one non-service BtoC retail site in France, accounted for nearly 50% of total sales in 2007. La Redoute is a **Redcats Group** brand.*

ABOUT REDCATS GROUP

In fashion, home furnishings and leisure goods, Redcats Group manages 14 home shopping brands: La Redoute, La maison de Valérie, Vertbaudet, Cyrillus, Somewhere, Daxon, Ellos, Avenue, Woman Within, Jessica London, Roaman's, KingSize, The Sportsman's Guide and The Golf Warehouse, active in 30 countries. In 2008, Redcats Group achieved sales of €3.69 billion, 42.2% of this figure via the Internet, and employs over 20,000 people. Redcats Group draws strength from its multi-channel distribution model that combines Internet sites, mail order catalogues and stores. Redcats Group is a PPR company. For more information, visit: www.redcats.com

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