

Fall – Winter 2009 Season

Alexis Mabille designs an exclusive collection for La Redoute

La Redoute welcomes Alexis Mabille, a young couturier with a 'frivolous and fun style, who juggles with classic and extravagance'. This designer has created an exclusive and very feminine collection of ready-to-wear clothes and accessories for La Redoute, which will be available from July 2009!

Ready-to-wear pieces and accessories

Alexis Mabille proposes a collection that is a subtle mix of masculine and feminine inspirations: high-waisted wool trousers, pink cotton piqué blouse, midnight blue satin bolero jacket and even a party dress... And don't forget to finish off the look with a few essential accessories: a purse bag, a pair of socks, a headband or a pair of heels.

Alexis Mabille is a young 31-year old designer who graduated from the Chambre Syndicale de la Couture Parisienne in 1997. He started out designing costumes for festivals and theatre then branched out by making clothes for people he knew. He continued his learning curve at Ungaro and Ricci before joining Christian Dior where he spent 9 years working with John Galliano and Hedi Slimane.

In 2005 Alexis Mabille launched his own unisex ready-to-wear and accessories collections which included his now famous bow ties. In January 2008, he presented his first show as part of the official Haute-Couture calendar.

The collection proposes ready-to-wear and couture pieces for women, for men, unisex and accessories under the ALEXIS MABILLE label.

'It was a real pleasure for me to design this collection in line with my professional conception of fashion and created for those who like to have fun in life'.

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 Alexis Mabille 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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