



Press Release

Roaman's® Denim 24/7® Brand Launches "Invisible Stretch® Jeans" for the Plus-Size Woman *New Technology Creates Overwhelming Response in the Marketplace*

New York, NY – February 22, 2010 – [Roaman's®](#), a fashion leader in the women's plus-size category and one of the most successful multi-channel retailers in Redcats USA's portfolio, recently announced the launch of yet another ground-breaking design innovation – [The Invisible Stretch® jean](#). This jean has already taken the market by storm, filling an untapped niche in the plus-size category.

The innovative design of Invisible Stretch® lies in a unique waistband that stretches, smoothes and supports--all without elastic. The customer can feel comfortable and look sleeker in her jeans while still enjoying the classic look of a conventional waistband. Equally impressive is Invisible Stretch®'s new pocket size and placement, leading to better proportions and an ultimately slimmer appearance. The jeans are available in three styles: boot cut, straight leg and capri – and in six washes.

Roaman's® customers expressed that they wanted a more comfortable jean that looked like missy jeans. But that wasn't enough. They also wanted a slimmer look and feel, and until now, it seemed almost impossible to find. The Roaman's® design team was determined to figure out how to make the jeans feel more wearable without looking like typical 'plus-size' jeans. And their mission was accomplished with outstanding success reflected in the positive feedback from customers and the better-than-expected sales since the initial launch.

"What could be smarter, or simpler, than listening to your customers?" said Blanca Vera, Vice President and General Brand Manager for Roaman's®. "We set out to deliver what our customers thought was just an unattainable dream. And we made it come true."

[The Invisible Stretch® line](#) is currently featured in Roaman's® catalogs, online at [roamans.com](#) and on the web's only plus-size shopping mall at [OneStopPlus.com](#). Customers can also order Invisible Stretch® jeans by calling 1-800-436-0800 and speaking to a knowledgeable customer service representative.

Customers can also follow Roaman's on [Facebook](#) and [Twitter](#).

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

Standing at the forefront of fashion, design and e-commerce, Redcats brings together 16 brands in home shopping: Avenue®, Woman Within®, Jessica London®, Roaman's®, KingSize®, BrylaneHome®, [OneStopPlus.com](#)®, The Sportsman's Guide®, The Golf Warehouse®, La Redoute, La maison de Valérie, 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 18,000 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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