

J A E G E R
L O N D O N

MEDIA RELEASE



JUSTIN PAUL

Jaeger Bomb Hits Launceston



Following the overwhelmingly positive response to its debut show in the UK, Justin Paul presents the latest 2009 designs to Launceston - the collection conjures up an aura of refined decadence.

Whether it's the pool of colours that wash through the collection or the unique prints, Spring/Summer 2009 see's Jaeger London making a defiantly affirmative statement about enjoying life, reveling in fashion and giving women the tools to express who they are creatively.

The range features attention to detail with the integration of sequence, bows and embroidery stating a point of difference. Tailored pants, cocktail dresses, bolero jackets are just some of the featured styles of this season's Jaeger London collection.

Jaeger's pieces fall within a price range starting at \$350 through to \$2,000, targeting women in a 30 plus market that desire beautifully tailored garments. The pieces are tran-seasonal and a 'definite' investment to any women's Spring/Summer wardrobe.

Selected pieces will be available in Launceston, exclusively at Justin Paul from June 2009. Jaeger London is only one of the international labels available at Justin Paul, located at 88A George Street Launceston.

For any media requirements regarding the new Jaeger London range; including product loans (for editorial fashion shoots), to request high resolution images or to source an interview with Justin Paul Proprietor, Justin Birchmore, please contact Philip Bucknell at bella PR.

bella
P.R.

bella PR
Sarah Young
Belinda Visser

p. 61 3 9824 6000
m. 0421 199 227
m. 0431 274 169

www.bellapr.com.au
sarah@bellapr.com.au
belinda@bellapr.com.au