



Spring 2011

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SPRING FASHIONS AT SEARS TAKE FLIGHT, BOARDING PASSES REQUIRED

Take a retro holiday this spring! The romantic, carefree notion of retro travel inspires women's wear for Spring 2011 at Sears. Dubbed "happy days" this look channels the upbeat, optimistic era of the 1950s. Its cheery pieces have a hint of sea side chic with crisp, clean lines and fresh colours. Casual wear makes a nod to early American sportswear, with a sun-drenched, laundered look that evokes the laid-back feel of "humble pie".

"There is a soft, airy feel to clothes this spring that will cleanse the palette of heavy winter dressing and create the perfect transition," says Cynthia Florek, Brand and Trend Director, Women's wear at Sears Canada. "Light jackets, cardigans and scarves layer well, creating depth and visual interest and are ideal during the unpredictable, Canadian spring season."

Happy Days Key Trends for Spring 2011:

- Stripes
- The Essential Shirt
- The Silk Scarf
- The Brogue Shoe
- The Anorak
- The Boater Watch
- The Slim Pant

"Stripes are a season-less, classic favourite," says Florek. "This spring, the stripe is found anywhere from the classic knit top, to light-weight scarves, to the boater watch, so there are lots of options depending on how bold you want to be."

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Humble Pie Key Trends for Spring 2011:

- Chambray
- Soft Separates
- The Men's Belt
- The Tye-Dye Scarf
- The Slim Cargo
- The Canvas Boot

"Casual dressing shouldn't be sloppy to be comfortable," Florek explains. "A chambray shirt paired with a slim cargo pant showcases your style and still has a relaxed feel. Pull it all together with a masculine inspired belt and a canvas boot for a look with true character."

About Sears

Sears Canada is a multi-channel retailer with a network of 197 corporate stores, 219 dealer stores, 31 home improvement showrooms, over 1,800 catalogue merchandise pick-up locations, 108 Sears Travel offices and a nationwide home maintenance, repair, and installation network. The company also publishes Canada's most extensive general merchandise catalogue and offers shopping online at www.sears.ca.

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