



Summer 2011

For more information please contact:
OverCat Communications, 416.966.9970
Audrey Hyams Romoff ext. 222/ ahromoff@overcatcommunications.com
Caleigh Randev ext. 224/ crandev@overcatcommunications.com

EXPLORE SUMMER STYLE AT SEARS

This summer at Sears, women's and menswear references a "globetrotter" vibe, taking cues from exotic destinations across the world. This global influence motivates a desire to travel and summer's key trends make it easy to explore the globe and uncover new style.

Womenswear

The bright, saturated colours and lively foliage prints of summer's "globetrotter" trend come to life when paired with a neutral khaki palette and the season's "peace brigade" look provides the perfect foundation. Peace brigade romanticizes the classic military khaki through breezy boyfriend jackets and maxi skirts with utilitarian cargo pockets. Walking shorts that are pleated and cuffed pair well with summer's natural coloured heels, wedges or flat sandals and offer a fresh, flattering look for any occasion.

Peace Brigade Key Trends

The Khaki
The Cargo Pocket
The Maxi Skirt

"When developing the looks for summer 2011, we found that the structured pieces we've seen in the past were softened through light fabrics that had movement, a cleaned up version of the military look," says Cynthia Florek, Brand and Trend Director, Womenswear. "Our peace brigade look was created with this strong, functional grace in mind. We've layered it over the vibrant colours and prints of globetrotter for a captivating yet easy to wear summer look."

...more

EXPLORE SUMMER STYLE AT SEARS

-2-

Globetrotter Key Trends

The Vibrant Print
The Summer Dress
The Capri

"Summer is a great season for travelling. Whether it's for a short trip to the cottage or a decadent vacation to Morocco, we're all looking for those key pieces that travel well and keep us looking fashionable and pulled together," says Florek. "To create the globetrotter look, we imagined a chic woman packing for a whirlwind vacation and the versatile pieces she'd need to take her from morning to night."

Menswear

"An emerging trend for men this season is the tendency towards "bleisure," a look driven by the modern guy that combines business and leisure in a way that's both lighthearted yet sophisticated," says Nancy Dennis, Brand and Trend Director, Menswear.

When seen in globetrotter, the bleisure look is captured in collared shirts with smart prints that are paired with the irreverence of a cuffed cargo pant or shorts and a woven belt.

Key Globetrotter Trends

The Jungle Print
The Traveller Short
The Explorer Shirt
The Chino Suit
The Cargo Pocket

"Men want to look just as good as their significant other when travelling together, while still being able to inject an element of unique style into their look," says Dennis. "With this summer's key trends, men have all the pieces they need to create a coordinated look with a personal and global flair."

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EXPLORE SUMMER STYLE AT SEARS

-3-

Sports are central in men's summer dressing and the "sportif" style capitalizes on function and fashion.

Key Sportif Trends

The Track Jacket

The Bright Swim Trunk

The Performance Golf Polo

The Plaid Golf Short

"The sportif look is the perfect way for men to inject athletic colours and cuts into their wardrobes, but in a way that doesn't look like they're in the gym," says Dennis.

"Inspired by sports icons like Arnold Palmer, sportif offers men a look that playfully combines patterns like stripes in performance polos and plaids in shorts, without looking obnoxious."

Father's Day is a great summer tradition and while silver cufflinks aren't necessary on the golf course, they do make a great gift for Dad. Kenneth Cole Reaction cufflinks in matte and polished silver are the perfect combination of casual and sophisticated.

About Sears

Sears Canada is a multi-channel retailer with a network of 196 corporate stores, 260 hometown dealer stores, 33 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.