



Times may be hard but the taste for the feel of luxury stays with us. The V. Fraas and JL by V. Fraas collections of woven and knit scarves and wraps deliver that true lavish feel and sophisticated European flavor at a very attractive price – a combination that has already this year beaten off the recession blues and tempted buyers out of their shells.

For Immediate Release—2009 News Story

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FALL 2009 COLLECTIONS FROM V. FRAAS BRANDS DELIVER STYLISH YEAR-ROUND LUXURY AND ELEGANCE AT AFFORDABLE PRICES

(New York, NY): The **JL by V. Fraas** and main brand **V. Fraas** fall 2009 collections of men's and women's fashion scarves will abandon none of the elegant and sophisticated European élan that made their Spring 2009 collections such a resounding success. "Our fabrics for Fall are rich and luxurious, and the scarves will be extremely well priced," says Sarah Morgan, V. Fraas's Sales And Marketing Director. "We never lose sight of classic style, but at the same time we are always right on top of trends: this year that means lots of textures. Colors include plenty of choice in the fashionable purple/plum/lilac and blue/green/teal ranges, together with classic colors in combination or separately."

V. Fraas and JL by V. Fraas Fall 2009 offerings—this will be the first Fall Collection for JL by V. Fraas, following its successful Spring 2009 inaugural collection—include both men's and women's choices in a wide range of widths in naturals (cotton, linen, cashmere/silk) and synthetics (viscose, rayon). Made of lighter, more informal fabrics (men's choices have, on average, a somewhat weightier hand) they can be worn in any weather and easily layered for additional warmth and a more complex look,

Typical prices are in the \$30 to \$60 range, rising to \$150 for the most luxurious cashmere/silk blends. Shapes are mostly classic oblongs in a range of widths and lengths, while among the women's choices there are also some broader examples, ideal for use as wraps. Patterns include herringbones, plaids, checks and exotic ethnics brought to contemporary life with fashion colors—men's items feature more masculine colors, while animal, brocade and damask looks are added for women. Textures and treatments, in addition to those mentioned above, include a continuation of metallics and lurex, plus crinkling, textured yarns, embroidering, reversible styling, pigment printing, burn-out and raw edges, and clipped jacquard effects.

"We are also including basics like black and gray for the consumer who feels more comfortable right now with something safer and more conservative," says Ken Krieger, Vice President Sales, "as well, of course, as our higher fashion colors for those who are looking for something to cheer them up. There is something here to suit every preference and mood. With this type of a luxury accessory at its extremely attractive prices, consumers may pick up a few items at a time."

From their bases in New York, Paris, London, Düsseldorf and Shanghai, V. Fraas' design team travel to major shows and forecasting seminars throughout the globe to identify new trends and develop products that are perfectly attuned to fashion and customer demand. The 128-year old company's research team, meanwhile, works unceasingly to develop and discover new yarns, fabrics and methods for manufacturing products that are of truly outstanding quality. The effort of these dedicated professionals has once again resulted in a world-class collection.

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