



ANDY THÊ-ANH

ANDY THÊ-ANH ONE OF THE RARE QUEBEC DESIGNER WITH 4 BOUTIQUES OPENS 2 NEW TORONTO STORES ON MARCH 25

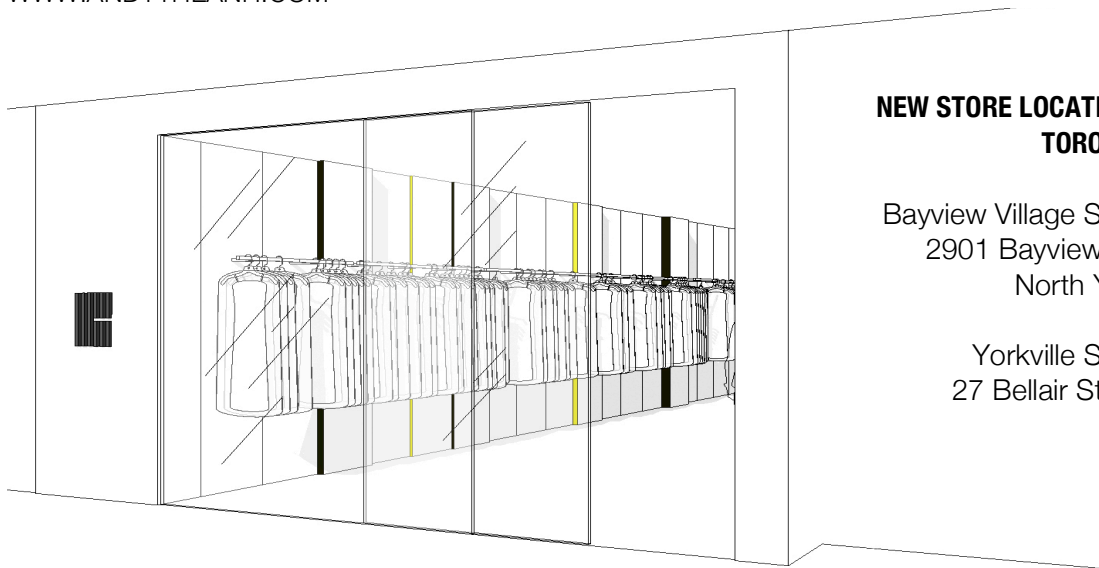
Canadian luxury fashion house Andy Thê-Anh is opening two new locations in Toronto. In concurrence with its new brand identity for 2010, the fashion house will be closing its store at 83 Yorkville Avenue to open two new stores that juxtapose the brand's innovative and progressive strategy for the future.

Both new stores will help to target the varying clientele of the company: 27 Bellair Street in the heart of Yorkville will continue to serve the downtown consumer; and Bayview Village located at 2901 Bayview Avenue will cater to the GTA area clientele, living outside of the city. With two locations in Montreal already, these two new stores will increase the brand's visibility within the Toronto market, but also globally, as Canadian fashion continues to attract international attention.

Both of the 1000 square feet stores will open March 25 and will carry a full-range of ready-to-wear and evening wear from the Andy Thê-Anh collection and accessories. Montreal design firm Surface Three will be creating the interior space of each location in keeping with the company's new brand identity.

"We are thrilled to renew our footprint in Toronto just in time for Toronto Fashion Week and the launch of Andy Thê-Anh's new brand identity. We feel that our new locations will allow our clientele to fully experience the essence of our brand. The stores are modern, yet inviting, and will be a wonderful shopping experience for the consumer" says Etienne Lecompte, President of Andy Thê-Anh.

WWW.ANDYTHEANH.COM



Photos, interviews or information :



Marie-Claude Filion 514-524-1471 mc@natapr.com ou Natalie Bibeau 514-803-1471 nata@natapr.com