



**Media Advisory**  
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***PER SE LAUNCHES FALL 2009 COLLECTION &  
EXPANDS INTO TOP U.S. MARKETS***

***Direct Sales Fashion Line Targets Busy, Well-Heeled  
Women Seeking Highly Personalized Service***

(July 9, 2009) NEW YORK, NY – Women rushing from the office to the beach and back again this summer will cherish knowing that – beginning today – they can make a one hour appointment with Per Se to get their fall wardrobe in order well in advance of the season! [Per Se](#), a contemporary, upscale clothing line designed for busy, stylish women, has just unveiled its Fall 2009 collection in showrooms and trunk shows across the U.S. The new collection will be shown by appointment only, from July 16<sup>th</sup> through September 17<sup>th</sup>, and can be previewed on the runway at <http://www.persecollection.com/fall2009/runway>

“This truly is my favorite Per Se collection, to date,” said Bill Rondina, Founder, CEO and Chairman of [The Connaught Group](#), the creators of Per Se. “The must-haves this season include glamorous capes, fifties-inspired dresses, and structured garments that are showcasing exposed zippers to embellish and accentuate the natural lines of a woman’s body. Women will want to stock up on scads of skinny leggings, sweater dresses, double knits and loads of accessories. To kick it up a notch, we also recommend investing in a modern art-inspired piece this season. By wearing something Mondrian-inspired, featuring architecturally-shaped details, our clients are sure to look stylish, unique and ready.”

In all, Per Se’s designers have come up with over 250 unique pieces, ranging in size from 0 to 16, that work both separately and in unison to give women the most exciting wardrobes possible for their money. For a full listing of the Fall trends forecasted by Per Se’s design team, along with images of the Fall collection, visit: <http://www.persecollection.com/fall2009/looks>

With consultants selling the line across the country, Per Se has thousands of loyal clients who look forward to their appointments each season. Here are further details on this convenient way to shop:

**Who:** Some of today’s best-dressed women in politics, broadcasting, real estate and finance trust Per Se as their secret fashion resource.

**When:** Per Se wardrobe consultants begin seeing clients July 16<sup>th</sup> through September 17<sup>th</sup>, by appointment only

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**Where:** Shows are currently taking place in consultants' homes across the U.S. as well as in Per Se/Carlisle Showrooms in NYC, San Francisco, Chicago, Dallas, Houston & Chevy Chase, MD.

**How:** Per Se's NYC-based design team creates four collections a year – Spring, Summer, Fall and Holiday. These collections are made available to clients through wardrobe specialists across the U.S., making it possible for women to access each new collection. Women can make an appointment in/near their community by calling 212-246-2555, ext. 3653 or sending an e-mail to [myconsultant@persecollection.com](mailto:myconsultant@persecollection.com).

Per Se also continues to attract well-heeled, entrepreneurial women and men to represent the line in their communities. In recent weeks, Per Se has wooed women away from the real estate, interior design and banking industries due to the greater flexibility and work/life balance it affords those who represent the line. Highly networked women and men interested in representing Per Se should contact the company's Director of Recruiting, Edie Dance, at 850-484-8120 or [edance@persecollection.com](mailto:edance@persecollection.com). Although the firm is currently focused on expansion in CT, NJ, and NY, Per Se management is happy to speak with those interested in representing the line in other parts of the country.

**About the Connaught Group And Per Se:**

Headquartered in New York City, The Connaught Group, Ltd. is a leader in designing and delivering direct sales, high-end fashion combined with a superior personalized shopping experience for stylish, busy women. For over 28 years, Connaught has cultivated a reputation for creating exquisite clothing held to couture-level design standards with the Carlisle Collection, affiliated brand Etcetera and now the Per Se line. Sold exclusively through appointment-only showrooms and trunk shows four times a year, Per Se is a sophisticated, modern clothing line for busy women who are confident in how they dress and not afraid to mix and match. The Per Se management and design teams have experience in some of the most renowned design houses in the world including: Christian Dior, Burberry, Albert Nipon, Mary Ann Restivo, Carmelo Pomodoro, Episode, Ellen Tracy, Anne Klein and Tahari. The combination of these unique skills brings together breathtaking Per Se collections, season after season. For more information, please visit [www.PerSeCollection.com](http://www.PerSeCollection.com) or contact Kathleen Kenney Lucente at 512 217-6352/email: [klucente@persecollection.com](mailto:klucente@persecollection.com)  
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