



## **PER SE FACT SHEET & BACKGROUND:**

### **27 years of experience, one fresh perspective.**

For over 27 years, The Connaught Group, Ltd. has cultivated a reputation for creating exquisite clothing held to couture-level design standards. Now, Connaught proudly introduces the Per Se Collection.

Sold exclusively through appointment-only trunk shows four times a year, Per Se is a sophisticated, modern clothing line for busy women who are confident in how they dress, not afraid to mix and match and love breaking the traditional fashion codes to create their own unique fashion standard. The contemporary, fresh, feminine, but-not-fussy, Per Se line is the latest offering from the New York City-based Connaught Group.

Per Se was created in 2005 by William Rondina, CEO and Chairman of The Connaught Group, as a smaller collection and means for adding a playful-yet-sophisticated offering to the existing and well-respected Carlisle Collection. That combination has proven to be very popular with Carlisle clients across the United States. Based on the outpouring of praise from clients who love the line and want more, the Per Se Collection has now expanded to become its own offering.

Featuring the same couture-level quality in design, fabrics, and detailing that The Connaught Group is known for, Per Se has proven to be a clothing line with a solid and unique following with both an existing client base as well as a growing new generation of enthusiasts.

Women who are in touch with the latest trends and thrive on creating unique looks for their clients have been handpicked to sell Per Se. The prototypical Per Se Consultant is known by her friends to be a trendsetter with the ability to mix and match vintage wear with the latest fashions. She is also a natural networker and someone who women are drawn to. Her business grows based on the amazing customer service she provides, combined with the unmatched couture-quality Per Se collection that promises to keep a woman's friends guessing as to where she scouted out her choices each season.

The women who shop via Per Se trunk shows are busy and confident fashionistas who have a good sense of their own style, but are fed up with the traditional shopping experience and lack of service found in boutiques today. Each season, the Per Se client is confident that she has a wardrobe consultant who knows her personal style and can pull together fantastic combinations for her to try on during scheduled wardrobe consultations. With the help of her Per Se wardrobe specialist, the client walks away with her wardrobe needs met season-to-season and relishes the ability to build off of what she already has in her closet.

Per Se clothing can only be purchased via appointments with wardrobe consultants. There are four collections each year – spring, summer, fall and holiday. Each of the Per Se Wardrobe Consultants has the collection for one week. During that time, they transform their homes into upscale boutiques and take wardrobe appointments to meet their clients' needs from morning to night.



Pieces from the Per Se Collection fall within the following price range:

Jackets/Coats: \$395-\$595 (with leather coats starting at \$995)

Pants/Skirts: \$285 - \$295

Knits/Tees/Blouses: \$195 - \$395

Dresses: \$350-\$495

The Per Se design team is comprised of top designers who have been selected based on their experience and background working at the most elite couture houses in the world, including Christian Dior, Tahari, Burberry, Albert Nipon, Mary Ann Restivo, Carmelo Pomodoro, Episode, Ellen Tracy and Anne Klein. In addition, the couture-grade of fabrics and materials used in creating the Per Se clothing collections are selected with care from the best mills across Europe.

The Connaught Group is actively expanding its Per Se team with the launch of Per Se Consultants in Connecticut with further expansion underway. The expansion into the "Constitution State" is designed to meet the needs of women across the state who love the line and want easier access to a larger Per Se offering. Career opportunities with Per Se are available for women as Wardrobe Sales Consultants, Area Development Managers and Regional Managers. To learn more go to [www.persecollection.com](http://www.persecollection.com).

**CONTACTS:** For candidates interested in discussing a possible role with Per Se's expanding team, please contact Director of Recruiting, Edie Dance at (212) 246-2555, extension 3653 or send an email to [edance@connaughtgroup.com](mailto:edance@connaughtgroup.com). For women interested in booking an appointment with their local Per Se Wardrobe Consultant, please contact Per Se at 212-246-2555. extension 3653 or send an email to [myconsultant@persecollection.com](mailto:myconsultant@persecollection.com)