

Media Advisory
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Contact:
Kathleen Lucente
512-217-6352
klucente@connaughtgroup.com

THE CONNAUGHT GROUP UNVEILS CARLISLE & PER SE LUXURY SHOWROOM IN GREENWICH

*By appointment only showroom offers CT women the ultimate in
upscale wardrobing and personalized service*

(September 14, 2009) GREENWICH, CT – Beginning this week, The Connaught Group (www.theconnaughtgroup.com), a leading direct sales couture fashion company, will open a luxury showroom in Greenwich, offering both the [Carlisle Collection](#), a classic-yet-contemporary women's clothing line and [Per Se](#), a modern, sophisticated offering designed to be worn on its own or mixed with Carlisle. Seasonal collections for both lines will be launched in the new Carlisle/Per Se Showroom, thereby giving busy, stylish Connecticut women the ultimate in upscale clothing options.

Starting September 14, the new Greenwich Avenue-based showroom will feature professional wardrobing experts taking private appointments to help women enjoy the art of dressing. The Connaught Group has paid meticulous attention to detail to create an elegant, unrushed and intimate environment for women to enjoy. The showroom opens showcasing the Fall collections for Per Se and Carlisle and also unveils the sumptuous new Holiday collections for both lines.

"Private shopping and personalized wardrobe assistance are both things we are very excited to bring to the Greenwich market with our new showroom," says Bill Rondina, Founder, CEO and Chairman of [The Connaught Group](#), the creator of Carlisle and Per Se. "While both lines have a strong following in the area, there are still thousands of Greenwich women who are unaware of them and the unique, highly personalized shopping experience we offer clients. Our new showroom will help us reach more of these women."

The introduction of the Greenwich showroom builds upon Connaught's successful business model across the country and in Manhattan, where Connaught introduced the first Carlisle/Per Se NYC Showroom in 1989.

The Connaught Group

This private, highly customized way of shopping has proven to be quite popular with high-profile women looking for smart ways to refresh their wardrobes. Indeed, executives from diverse corporations such as Bloomberg, General Electric, Sotheby's and JPMorgan Chase choose to shop with Carlisle/Per Se due to the quality wardrobes they achieve alongside the highly personalized service they enjoy.

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 Carlisle and Per Se as their secret fashion resource.

When: The Carlisle/Per Se Showroom opens on September 14th. Clients will be seen by appointment only.

Where: 283 Greenwich Avenue, 2nd Floor
Greenwich, CT 06830

How: To make an appointment at the Greenwich showroom women can call (203) 422-2464 or send an email to myconsultant@carlislecollection.com

CONTACTS:

For press looking to learn more, please contact Kathleen Lucente at 512 217-6352 or klucente@connaughtgroup.com

ABOUT THE CONNAUGHT GROUP:

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 busy, stylish women. For over 28 years, Connaught has cultivated a reputation for creating exquisite clothing held to couture-level design standards with lines such as the Carlisle Collection, affiliated brand, Etcetera, and now, the Per Se Collection. Sold exclusively through appointment-only visits to showrooms or trunk shows four times a year, Carlisle and Per Se offer sophisticated, modern clothing for well-heeled women who are confident in how they dress and demand the best.