



**For Immediate Release**

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**Silks New Spring Hosiery Collections Deliver Latest Runway Looks,  
Innovation and Value**

Phantom, Canada's authority on fashionable legwear and maker of the nation's best-selling hosiery brand – Silks – brings the latest runway trends to women's wardrobes for Spring 2010. The European-inspired **Silks Desire** and **Silks** hosiery lines deliver the season's top fashion trends at excellent price points. New styles include tribal influences; bohemian gypsy chic and a glamorous nod to the Greek Goddess. Just in time for the delicate, less-forgiving fabrics of spring, Phantom introduces the new **Silks Cellu-Smooth** Capri. It's the innovative, cellulite-smoothing solution for underneath the season's hottest pant styles.

"At Phantom our goal is to make the latest trends and innovations in hosiery accessible to Canadian women at the highest quality and best value," says Linda Whitehead, Marketing Consultant, Phantom. "Our new hosiery collection picks up on runway trends and really allows women to update their wardrobes easily and affordably. Women also come to us for figure-fixing solutions and will find them in our latest Silks Cellu-Smooth products."

The season's hosiery trend round-up sees a return to nude sheers, the perfect complement to delicate warmer-weather fabrics; look-at-me prints including florals, paisleys, patchworks, geometrics and animal; the oh so practical leggings and a colour palette that ranges from vibrant earth tones to neutrals.

**She's fierce!**

Fashion runways were crawling with animal prints as part of this spring's sophisticated tribal look. Hosiery is the purrfect way to reveal your wild side. Get the glamazon look, made famous by exotic beauties like Shakira and Iman, by matching Silks leopard lightweight print tights in Black, Metal or Copper (\$16) to your cutest miniskirts and leggy dresses for a styling night on the town. For the adventurous, daring, confident woman!

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**Gypsy chic**

Inspired by the exotic and eclectic beauty of the Middle East – and often seen on bo-ho glam celebs like Nicole Ritchie – the gypsy look brings a treasure trove of rich tapestry and geometric-inspired patterns to spring wardrobes. Add a touch of gypsy chic with Silks paisley or floral striped pantyhose in Black or Natural (\$14); or perhaps a zigzag pattern in Black or Copper (\$14). For the sexy, dramatic, contemporary woman!

**European-inspired Silks Desire brings the Goddess glam**

What's your Desire? Silks Desire is Phantom's new, premiere line of European-inspired hosiery. With a wide variety of sophisticated, glamorous styles, Silks Desire features smooth finishes and sculptured textures with an absolutely sumptuous feel against the skin. From the sheerest sheers (10 denier) to luxurious, densely opaque tights (100 denier) – there's something to fulfill every woman's desire.

Emulating the sensual, romantic and graceful Greek Goddess, Silks Desire offers a range of hosiery to suit – elaborate brocades and florals and a palette of neutrals and deep rich hues. To get the look, typical of leading-lady Angelina Jolie, try the sheer wave pattern in Nero and Naturelle (\$16) or the scroll crochet tights in Nero, Naturelle and Moka (\$18). For the feminine, graceful, elegant woman!

**Get Leggy with Leggings!**

The strong leggings trend continues in 2010 as the ideal transition item for slowly but surely rising Canadian temperatures and spring hemlines. **Silks Desire** offers luxurious 100 denier leggings with control top in either Black or Grigio (grey) (\$18). **Silks Ultimate** leggings are available in ultra-opaque Black (\$15). **Silks** fashion leggings in either Black or Copper are accented with stylish trim detail at the ankle (\$17).

Silks and Silks Desire hosiery collections include a vast assortment of sheers, tights, knee-highs, and leggings offering the latest fashion trends such as patterns, textures, sheen and crochet. Many are available in control top. Prices range from \$7 - \$18.

**Silks Cellu-Smooth says goodbye to lumps and bumps!**

Silks continues to lead in hosiery innovation with the Silks Cellu-Smooth collection designed and carefully constructed with compression to stimulate circulation and help smooth out the signs of cellulite. Infused with Sea Kelp to help revitalize, nourish and condition the skin, Silks Cellu-Smooth hosiery contains massaging nutrients that help minimize the appearance of dreaded cellulite.

New for Spring 2010 is the **Silks Cellu-Smooth longline control top Capri**. Ideal for wearing under pants, the Capri smoothes out your figure making it the perfect foundation for the season's latest styles!

The new Capri increases the Cellu-Smooth collection to three all-over-control shaping styles including a pantyhose and shaper panty. All three deliver the ultimate smooth silhouette, are available in Black and Natural, and are remarkably priced at just \$13.

Made from a nylon-Lycra blend, Silks Cellu-Smooth hosiery's high-tech fabrication includes:

- ✓ Pressure points throughout the bottom and thigh areas to lift and smooth
- ✓ Extended waistband for maximum comfort and support
- ✓ Control top for a smooth silhouette
- ✓ Compression band to help lift bottom
- ✓ Longline pressure band to eliminate thigh bulges

"Cellu-Smooth hosiery technology is ideal for women who want a flawless look," says Whitehead. "The smoothing technology was developed by Phantom and is unique in the market place. It offers amazing results that compare to products at the high end – but at a fraction of the price. We ran an intensive eight week fit trial with 60 women which was a smashing success – the women saw results and loved it!"

Valeria Moniz of Toronto took part in the Silks Cellu-Smooth trial and explains, "I am usually quite skeptical of products that claim too much. If I hadn't tried these for myself I probably would not have bought them! The product is truly exceptional. I have been telling everyone I know about them."

Silks hosiery is available at major retailers across Canada. Visit [www.silkshosiery.com](http://www.silkshosiery.com) for more information.

**About Phantom**

Phantom is a privately owned, leading Canadian manufacturer of women's apparel. Since 1956, the company has built a reputation on superior product quality and unparalleled assortment of hosiery, shapewear, dancewear and swimwear. Phantom's famous brand names include Dream Dancer, Dance Magic, It Figures, Dolfin and Silks – Canada's best selling department store hosiery brand. Phantom products are available at retail throughout North America and have become the staples of fashionable women's wardrobes internationally.

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For more information, high resolution photos or samples, please contact Timothy Chan at Strategic Objectives. Tel: (416) 366-7735; Email: tchan@strategicobjectives.com

High res photos are available via FTP site with the following information:

Link: <ftp://174.137.218.1/Silks%20Hosiery%20Spring%202010/>

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