

## Perryl Style Spring Fashion Debut

It was a dark and stormy November Monday when Tracy Dedrick, designer for *Perryl Style* presented her Spring Collection at an invitation only High Tea at the *China Tea Cup Company* in Cloverdale. The Spring launch was attended by key players from her flagship retail outlets, line representatives, her local production team and several models booked especially for the event.



The China Cup Tea Company, Stormy Monday

Tracy Dedrick, a fashion designer with over 20 years of experience has re-invented stylish and easy care sportswear separates. Her customers range in age from 16-80 but the majority of her most dedicated fans are “women with a little life experience and maturity.” Tracy describes her customers as “women with STYLE who appreciate flattering comfort.” This demographic forms an ideal market for Tracy and her design team as they fully understand and appreciate the needs women like themselves. *Perryl Style* designs cross over from travel and fitness wear to casual separates. Many of the pieces work for day and evening. Tracy states that “each of our garments has been thoughtfully created to be both fashionable and functional.”

The easy care separates include a “perfect pant,” coordinating tops, leggings, skirt, casual zip jackets of various lengths and a best- selling cardigan style called the “casino wrap.” Models chosen to show the line were of various ages and body types as is typical of Tracy’s customer. The clothes do work equally well across the entire size range.



Perryl Style, black and white twist front top



Perryl Style, black and red zip jacket

*Perryl Style* fabrics are chosen for their comfort, drape and easy care properties. The “ChitoSante” fabric is eco-friendly and great for travel. Manufacturing is done locally. Bonnie Ng and Joe Silva of *Outfit Apparel*, were on hand to view the Spring Collection and lend their support to Tracy’s *Perryl Style* Line.

Independent retail specialists Yvonne Hogenes of *Malary's Fashion Network*, and Sinikka Hammoud of *Sinikka's Boutique* in White Rock enjoyed the preview of *Perryl Style* Spring outfits. The *Perryl Style* line can be purchased in both these local boutiques as well as various other stores and promotional events across BC, Alberta and Manitoba.



Yvonne Hogenes of Malary's in Cloverdale and Sinikka Hammoud of Sinikka's Boutique, White Rock

As we headed back outside we were left with thoughts that Spring will return. The *China Cup Tea Company* venue made the debut of *Perryl Style* Spring a pleasant and tasty experience despite it being a very stormy Monday.



"Remains of the day," China Tea Cup Company, Cloverdale



Promotional Materials for Perryl Style, Spring 2010

Links:

Perryl Style: [www.perryl.com](http://www.perryl.com)

*Malary's Fashion Network*, Cloverdale: [www.malary's.com](http://www.malary's.com)

*Sinikka's Boutique*, 15208 Pacific Ave. Whiterock,, BC, 604.542.5868

*Outfit Apparel*: [www.outfitapparel.com](http://www.outfitapparel.com)

*The China Tea Cup Company*, Cloverdale: 5724 176 Street, visit them on Facebook!