

**PRESS RELEASE**  
For immediate release

**JACOB**

**DRESS YOUR NAILS WITH JACOB :**  
**Canadian Retailer Introduces a Brand New Collection of Nail Polishes**

**Montreal, August 16, 2011** – Canadian fashion retailer JACOB will unveil on September 12th its newest offering, a line of premium nail polishes in 8 spectacular shades. With its LIVE CHIC. LOVE JACOB positioning, the popular brand now offers women stylish options to dress from head to toe in its 100 stores across the country.

Each colour was carefully selected to complement the trends that inspired JACOB's chic fall clothing collection, with flattering neutrals, saturated plums and reds and cool metallic shades. Try on *Skinny Jeans* guaranteed to look good; slip into the luxurious *Cashmere Cardi*; kick it up a notch in *Rouge Stiletto*; or strut your stuff in *Runway Diva!*

JACOB has always been synonymous with classic style and high quality so its nail polish collection is no exception. A great value at only \$6, each 14ml bottle is showcased in pretty 100% recycled packaging. The nail varnishes are long wearing and offer intense brilliance with a fluid texture for easy application.

"We wanted to go beyond offering fabulous fashion and accessories to provide the finishing touch that can really pull a 'polished' look together and even change the mood with just a flash of colour on a perfectly manicured hand," explains Cristelle Basmaji, spokesperson and Director of Marketing & Communications for JACOB. "No matter what colour you chose, the result is guaranteed to be ultra chic!"

The JACOB nail polishes have a gentle formulation that is toluene, formaldehyde and DPB-free. For more information: [www.jacob.ca](http://www.jacob.ca)

**LIVE CHIC. LOVE JACOB**

Recognized as a leader on the Canadian women's apparel market for close to 35 years, JACOB goes beyond clothing to create a way of life: LIVE CHIC. Chic is an infectious joie de vivre that lights up a room. Chic is feeling perfectly you in everything you wear.

JACOB is committed to creating chic, classic-with-a-twist fashion that inspires women to own their style. With its timeless knits and inspiring looks, JACOB helps its customers create a wardrobe with endless possibilities to go from day to evening and from workday to week-end. Based in Montreal, this proudly Canadian family business offers clothing, lingerie, accessories and beauty products in its 100 stores and employs more than 1,500 employees. In September 2010, JACOB became the first Canadian company to commit to no longer retouching the body shape of its models in order to promote a healthy body image.

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Source: Boutique JACOB Inc.

To schedule an interview with Cristelle Basmaji or for photo requests, please contact:

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“CHIC...FALLS  
FOR COLOUR.”



PINK CHIFFON



HAUTE COUTURE



CASHMERE CARDI



ROUGE STILETTO



RUNWAY DIVA



PRÊT-À-PORTER



TUXEDO CHIC



SKINNY JEANS

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