

PRESS RELEASE
For immediate release

JACOB

**CANADIAN SUPERMODEL COCO ROCHA IS THE FACE OF THE
LIVE CHIC LOVE JACOB FALL CAMPAIGN**

***JACOB and Coco Rocha take a bold stand together
to promote a healthy body image with the company's No Retouching Policy***

MONTREAL, AUGUST 1, 2011 – JACOB, the Quebec-based women's fashion retailer, assembles an all-star Canadian cast for its fall campaign featuring Vancouver-born supermodel Coco Rocha and celebrated, Montreal-born fashion photographer Norman Jean Roy. The company unveils today an exciting new brand positioning in its 100 stores across the country where living CHIC is the JACOB way of life that Canadian women are encouraged to become part of.

LIVE CHIC. LOVE **JACOB**

JACOB and Coco, the perfect match

"We chose Coco Rocha because she perfectly embodies the confident, charismatic and down-to-earth personality of the JACOB woman as well as the joie de vivre that characterizes our brand," exclaims Cristelle Basmaji, spokesperson and Marketing & Communications Director for JACOB. "We admire her personal values, which are so well aligned with ours, especially her commitment to promoting a healthy body image in the modelling industry."

Outspoken Canadian supermodel Coco Rocha is thrilled to be the face of JACOB's new fall campaign: "Growing up in Vancouver, I viewed JACOB as Canada's high fashion destination so the brand played an important role in my very first steps into fashion and in building a personal style, long before modeling would take me to the fashion capitals of the world. I am particularly proud to be part of this campaign because of JACOB's leadership in taking an unprecedented stand with its unique no retouching policy."

Last year, JACOB became the first women's fashion retailer in Canada to publicly commit to not digitally alter the body shape of its models. JACOB's no retouching policy was selected as the winner of the Quebec IMAGE/IN prize awarded by non-profit organization ÉquLibre. The goal of this prize was to introduce young people to the initiatives taken by the image industry in presenting a greater diversity of body shapes within the fashion, advertising and media industries. JACOB's fall campaign will be one of the first in which Coco Rocha is not retouched.

Classic-with-a-twist fashion

Along with this new campaign comes an equally distinctive fashion direction that will herald the brand into the future. JACOB's Fall 2011 Collection will showcase on-trend items, classically coordinated to inspire today's confident and ambitious young woman to own her style. The brand's sophisticated, high-quality knitwear becomes the foundation of its signature look.

For close to 35 years, JACOB has been recognized as one of the country's premier work wear destinations. This fall, the brand's designers wanted to showcase a new way of dressing for work, which focuses on softer silhouettes where blazers make way for cocoon cardigans and a more casual style inspired by 1970s American sportswear where printed wrap dresses are key.

Urban equestrian is another important trend this season, which is particularly well suited for a more casual chic week-end style. Textured blazers with colourful lining serve as the centerpiece of this look, which is complemented by patched ponte leggings, felt fedoras and beautiful ruffled blouses. It's a feminine take on last year's military look.

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. LIVE CHIC. LOVE JACOB.

- 30 -

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