

TO ALL OUR BELLISSIMA CUSTOMERS

Hello again from the team at Bellissima. We hope you had a good year in 2009. It seems that the economy is improving after all the turmoil last year. We hope that 2010 is a good one for you. You can be sure that we will be supporting you in every way possible. We know some of our customers have been having difficulty with some of their best suppliers opening concept shops and offering on line selling. We do not do this as we know it is hard enough in the retail market without your suppliers going into competition with you. Our Container has arrived from Italy with the Winter goodies so everything will be delivered on time. Here are your new 2010 Price Lists. **There are no price rises.**

Our Winter seamless Collection features some fabulous new fashion styles, some with scoop necks, great designs such as cable and herringbone, two tone effects, and great colours, from smoky grey and a gorgeous shade of teal, to rich purple, violet and blue. Our basic range is also available in these new Winter colours. Grey in all its shades promises to be very popular this season. We have three: Antracite (Charcoal), Argento (Silver-grey) and the new Fumo (Mid smoky grey). You will find all these new Winter colours in our Hosiery collection. A fantastic range of Knee High, Footless, stay ups and tights, in both fashion and plains, to mix and match for maximum impact (and some stunning window displays). **Ask your Agent to show you 'Mad' our customers have gone Mad for 'Mad'!!!!**

BIG NEWS!!!!!! We have been listening to you, and will now offer the scoop neck $\frac{3}{4}$ and long sleeve styles in both **L/XL and PLUS**. Basic colours will be available in both. For fashion colours on offer consult your new price list.

In basic tights we have a new style - **K2**. This is a 300 denier - thick and warm , 3D - ultimate stretch and fit, breathable microfibre, available in nero and testa di moro in sizes s,m,l,xl,xxl. Also footless in nero, fume, magnolia, testa di moro and viola. Our popular style Everest is now available in cream and Winter white. (As shown on the box).

Issimo for Men has a new sport legging - Polo Nord. Thick, warm and breathable it will keep him warm on the coldest days. Our long sleeve t-shirt is now available in the XXL size for the larger man. **Our new Knitwear Style 'Brad'** comes in a great new box that will really grab your customers attention.

Selling Aids: We have a new **BASIC catalogue for Women and Mens Seamless, and Hosiery**. These are in full colour and show all the new packaging. These will be sent with your next order, or pick them up from our stand at 'Fashion Exposed' or you can contact your Agent if you would like them delivered or sent to you. The **Winter Fashion Hosiery Catalogue** will be sent with orders for the new styles. We have produced new **Showcards** featuring all the new seamless Winter Colours and the new Fashion Seamless and Hosiery styles. These will be sent with orders.

Hello to all the stockists of our **Children's range of tights**. Our price list showing everything available is enclosed. It's all in stock, ready to deliver. Please note that we have added size 2 years (without the nappy gusset) to our popular Cover 40 style. This is available in all sizes 0-6 months to 12 years in pink, white, cream and navy at a fantastic price of \$3.50 incl. GST. Stocking these in the popular colours and sizes will enable you to satisfy any request from your customer for tights for any occasion, and at little outlay. Why not try our seamless camis, bras and hi cut briefs. They have great Italian styling, are long lasting, fabulously soft on the skin, breathable, and come in a great range of colours. Our seamless bra is perfect for a starter bra , but also good for the older girls that are more developed.

We are exhibiting at Fashion Exposed in Sydney (14th - 16th February). We would love to see you there. Everything will be on show including some new Fashion Hosiery styles available from April, the new Spring hosiery collection, and the new Spring/Summer 2010/11 seamless collection. Some exciting new developments here!!!! With **viscose** and **modal** added to the Bellissima fabric for a fabulous feel, and a longer, looser fit. We are at stand **3458** between the Allure and Womenswear isles (diagonally opposite Live Look Book). **There is a map enclosed to help you find us.** You are welcome to drop the entry form at our stand (You can win over \$500 rrp in singlets & camisoles).

We are sad to announce the retirement of Margaret Patterson, our South Australian Agent. She has been with us since 2002. Many of you will know her from the Fair where she has been a wonderful help to everyone. We will miss her happy smile and unfailingly cheerful manner. Good luck Margaret, to you and Malc. May your retirement be a wonderful new start to a different life. We would like to welcome Karen Tate as our new S.A. Agent. Margaret has inspired her, and she already loves Bellissima, so she's off to a good start. You can contact her on Tel 08 8327 3391 M 0421 499 686 E karen.tate@ihug.com.au Lastly we would just like to mention that it's our 10th anniversary this year and we hope to make it our best year ever!!! We, and all our Agents would like to thank you for your support, and wish you, and your staff, a happy, healthy and successful 2010.

Kind regards from Verna and Peter Davis