

## TO ALL OUR BELLISSIMA RETAILERS

Hello again from the team at Bellissima. We hope you had a good year in 2008. We are hearing a lot of negative reports about the economy and the global crisis etc., especially from the media. However we have had some good reports from retailers, and you can be sure that we will be supporting you every way possible, with advertising, good instore signage, and of course, a fabulous Winter Collection with great new colours and styles.

We have read reports that the retail market has been overly driven by **disposability**, and it will now swing back to **sustainability**. Consumers will want to spend more on an item, but they will expect it to last much longer, (with the added bonus of looking much better). Bellissima is very well placed here. Following are just some of the benefits you can sell to your customer. **'Made in Italy'** which represents a high quality garment with great styling. The fact that Italian workers enjoy good conditions, similar to us, and that **we do not exploit anyone** employed in the manufacture of our products. The seamless range flatters the body, it's breathable, dries much faster than cotton, wrinkle free, and has antibacterial properties for freshness all day long. **The ideal travel garment**. (Lovely perfume too!!!!)

We have fabulous new Seamless styles on offer. **Cinema** and **Movie** have matching patterned tights and knee highs for maximum impact. **Design**, a bubble effect, that you can team with leggings and tights in the same colour. **Monte Carlo** is available in a great range of new colours, this neckline looks fantastic with new chunky jewellery in vogue this Winter....and for the **'WOW'** factor, **Crystal** in dramatic black and white, **Jungle**-off the shoulder Animal Print!!! The new colours are right on the mark, with purple shades predominating, and a great new flame red 'fuego'. In Europe we saw that grey is going to be very popular again this Winter. (We have new stocks of Argento and Antracite).

We think our Fashion Hosiery collection is the best ever, fantastic new patterns and colours. We have increased our **footless** range, and now offer **lace trimmed, rouched, and a new thicker 150 denier style**. We have produced new showcards featuring all the new styles, including ones with the matching tops. **These are available free with orders**.

New in our basic hosiery range is **Riposante 40**. Graduated compression gives great support to the leg. 40 denier is a very popular look in Europe for Winter as it gives more coverage on the leg, and is longer wearing than 20 denier. **Everest**, a very good seller last Winter, is now available in a low waist style. Remember that Bellissima low waist tights are very cleverly constructed. You can pull them up higher or wear them low, and they will stay in place.

Some of our customers are having great success selling our bottoms, and customers are coming back for more. Anyone who has worn our briefs in the extremely hot weather we have been having can attest to their comfort. We would like you to experience their excellent qualities first hand. On your next order, just mention the style and size you would like, and we will **send you a pair free**. (This can be any style you like -Tummy Control Boxer/brief/boyshort etc). Or choose from the Men's Issimo range of Boxers or Briefs if you prefer, any style from our **New Look Issimo price list**.

We are again advertising in **'Voi Tutti'**. Some of you may have seen the magazine attached to 'Vogue Living' Dec/Jan issue. We are showing Camila in the Jungle top. (More WOW factor!!!). Our tops and tights will be featured in the Autumn/Winter issue of **'Studio Bambini'**. In March we will have a full page advertisement in the **Qantas Inflight Magazine - 'The Australian Way'**. With a readership of 457,000 we are committed to establishing the Bellissima Brand in the public mind. We will also have a display cabinet in the Qantas Club lounge, both in Melbourne and Sydney. This has a traffic flow of up to 7,200 per day. Our Agents will also be there when possible to promote the Brand. Full Colour brochures showing Camila in Seamless, stay-ups and Fashion styles will be displayed in the lounge brochure racks for customers to read or take with them.

Our Agents have all our samples and will be really happy to show you. We are exhibiting at **Fashion Exposed** in Sydney (8th-10th March). You can find us on **Stand 4666 (see enclosed Map)**. We would love to see you there. We, and our Agents Gwendolyn, Margaret, Nita, Eli and Jill would like to thank you for your support, and assure you that we are here to assist you in any way we can. We wish you, and your staff, a happy, healthy and successful 2009. We would like to thank everyone who sent their wishes for Gwendolyn's recovery. She is getting better every day, and she and her family have really appreciated your kind messages of concern.

Kind regards from, Verna and Peter Davis