

NEW PRIVATE LABEL SILK LINE AVAILABLE FOR EARLY HOLIDAY SHOPPERS

DENVER, Colorado – August 23, 2007 – SOL...Store of Lingerie, one of the country's leading lingerie stores specializing in bra fitting and fine European intimate apparel, today launched its new private label silk pajama line in time for pre-holiday season shopping.

SOL's Private Label Silk Pajama Line is exquisitely soft and lustrous, and is sensuously warm in the winter and refreshingly cool in the summer. The new pajama line features stunning two-tone silk and silk, and silk and lace pajama combinations with various styles that range from a short chemise to pants paired with tunic-style camisoles, which are very hip and fashion forward. It's no surprise so many women ask for silk pajamas on their Christmas wish lists.

These luxurious pajamas made of top quality silk range in sizes from XS-XL and are reasonably priced from \$125 for a tunic to \$615 for long silk robes. Customers can purchase SOL's Private Label Silk products online or stop in to their Denver location – where they also have the option to purchase custom pajamas and choose from over a dozen colors, styles and sizes. “SOL's Private Label Silk Line is supremely-comfortable and beautiful, and is made in a factory in San Francisco affording us the unique ability to turn around custom orders within just ten days,” said SOL co-founder, Cindy Johnson.

“Whether you need bras for everyday, cozy sleepwear or silk pajamas for special nights, SOL offers an extensive selection to meet customers' needs and offers the added convenience to our devoted customers of buying lingerie online. We strive to provide the highest level of customer service and products to our customers so they always have what they need, when they need it,” says SOL co-founder Jeanie Peterson.

Founded in 1997 by two sisters, Cindy Johnson and Jeanie Peterson, and located in Denver's prestigious Cherry Creek North shopping district, SOL is one of the cornerstones of the areas' independently owned boutiques and offers an exquisite collection of lingerie including pajamas, loungewear, robes, camisoles, bras and panties. SOL designers include Hanky Panky, Marie Jo, Prima Donna, Fernando Sanchez as well as other distinctive pieces designed exclusively for SOL.

Open Monday through Saturday, 10AM to 6PM with extended shopping hours from 12PM to 5PM
Sundays in December; 1-800-466-1356

Customers may also shop online at www.SOLlingerie.com.

For all media inquiries, CONTACT: Janelle Kenny, 303-548-4731, janelle@SOLlingerie.com

HOLIDAY 2007: GIFT IDEAS FROM SOL...STORE OF LINGERIE



Two-toned silk pajamas. Color: peacock and chive. Items shown: Long robe, tunic in chive, pant in chive.
Also available: Short kimono robe in chive, chemise in chive.



Silk with lace trim pajamas: Color: Ivory with black lace. Items shown: Long robe, ivory tunic w/ black lace, black pant.
Also available: Ivory short robe w/ black lace, ivory chemise w/ black lace.

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