



**LOU**  
PARIS

**SPRING / SUMMER 2011**

**USA 08-03-2010**





LOU  
PARIS

**CHIC – 595**

**\*\* NEW REPLENISHMENT SS11 \*\***



# CHIC- 595



Noir 03



Nude 04



Ivoire 13



Taupe 23

## REPLENISHMENT COLLECTION

*The new invisible Chic collection is the perfect compromise between technological know-how and elegant femininity for a new modern look. Models in shiny microfiber are completely layered for a one-piece effect and absolute comfort, with no labels. The pure lines, elegant cuts and chic jewel gives a special touch to the collection – the LOU touch !*



**Style: L12595**

Description: Full Cup

Sizes: 32-40 BCD, 32-38 E

Wholesale: \$40.00

Suggested Retail: \$89.00



**Style: L20595**

Description: Moulded Cup

Sizes: 32-36 ADE, 32-38 BC

Wholesale: \$40.00

Suggested Retail: \$89.00



**Style: L15595**

Description: Strapless

Sizes: 32-38 BC, 32-36 D

Wholesale: \$42.75

Suggested Retail: \$95.00



**Style: L22595**

Description: Moulded Cup

Sizes: 32-38 BD, 32-40 C

Wholesale: \$40.00

Suggested Retail: \$89.00



**Style: L02595**

Description: Bikini

Sizes: s-m-l-xl-2xl

Wholesale: \$18.00

Suggested Retail: \$39.00



**Style: L41595**

Description: Thong

Sizes: s-m-l-xl-2xl

Wholesale: \$15.75

Suggested Retail: \$35.00



**Style: L51595**

Description: Shorty

Sizes: s-m-l-xl-2xl

Wholesale: \$20.25

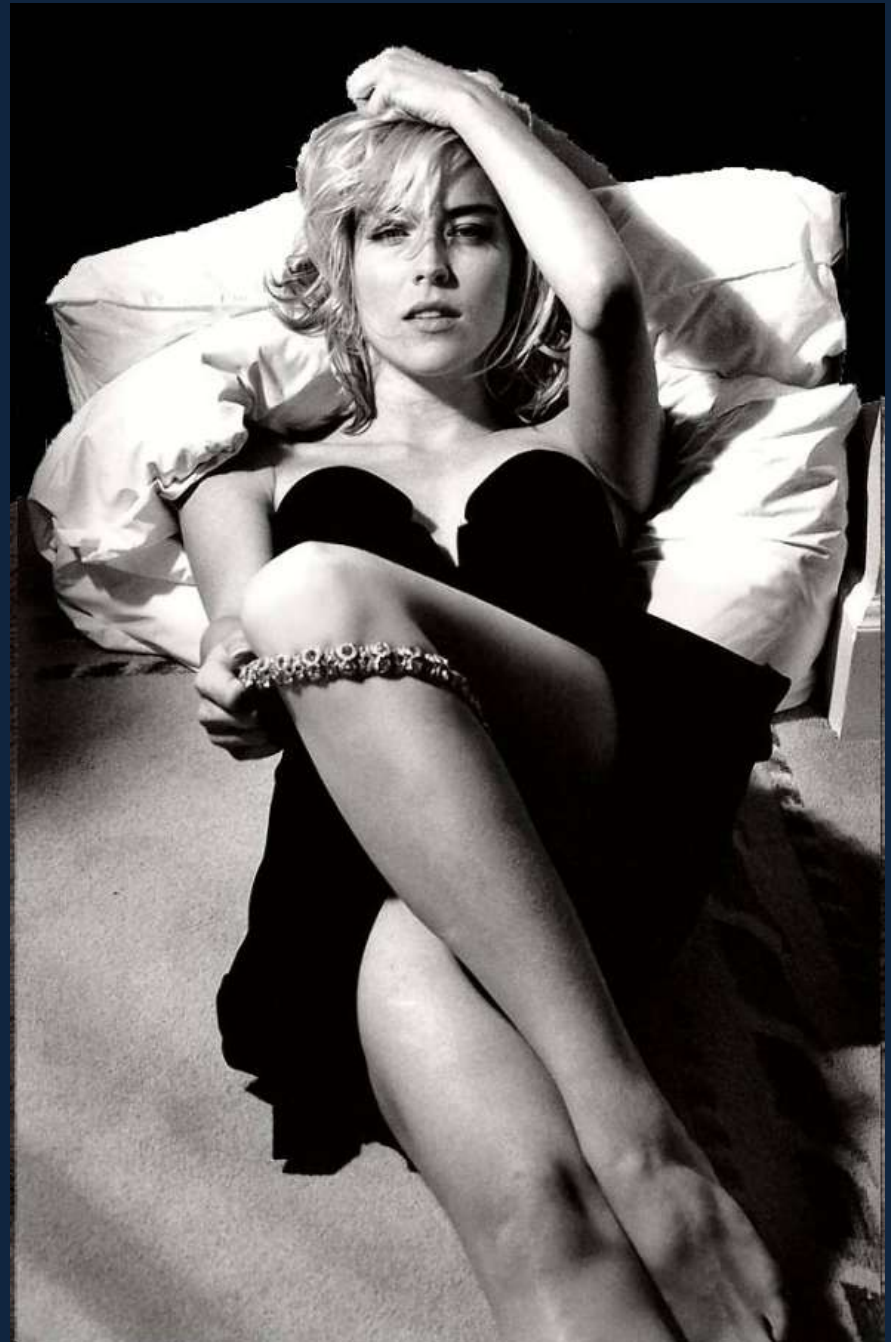
Suggested Retail: \$45.00



**SHIPPING WINDOW: APRIL 25 - MAY 25, 2011**

**LOU**  
PARIS

# DÉLICE- 596



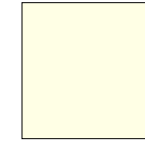
# DÉLICE - 596



Noir 03



Caramel 04



Ivoire 13



Améthyste 55

**“SPECIAL GIFT WITH PURCHASE”**



**Style: L11596**

Description: Soft Cup  
 Sizes: 34-42 BCDE  
 Wholesale: \$42.75  
 Suggested Retail: \$95.00



**Style: L12596**

Description: Full Cup  
 Sizes: 32-44 BC, 32-42 D,  
 32-40 EF  
 Wholesale: \$45.00  
 Suggested Retail: \$99.00



**Style: L13596**

Description: Half Cup  
 Sizes: 32-40 BCD, 32-38 E  
 Wholesale: \$42.75  
 Suggested Retail: \$95.00



**Style: L20596**

Description: Moulded Cup  
 Sizes: 32-38 AE, 32-40 BCD  
 Wholesale: \$45.00  
 Suggested Retail: \$99.00



**Style: L02596**

Description: Bikini  
 Sizes: s-m-l-xl-2xl  
 Wholesale: \$27.00  
 Suggested Retail: \$59.00



**Style: L41596**

Description: Thong  
 Sizes: s-m-l-xl-2xl  
 Wholesale: \$27.00  
 Suggested Retail: \$59.00



**Style: L51596**

Description: Shorty  
 Sizes: s-m-l-xl-2xl  
 Wholesale: \$28.00  
 Suggested Retail: \$62.00



**SHIPPING WINDOW: MARCH 25 - APRIL 25, 2011**

# LOU CODE - 597



# LOU CODE - 597



Glacier 02



Perle 13



Ardoise 17



Framboise 84

***LOU's "Star" Fashion line of the season, see [Contest Details !!](#)***



**Style: L12597**  
Description: Full Cup  
Sizes: 32-40 BCD, 32-38 E, 34-38 F  
Wholesale: \$54.00  
Suggested Retail: \$119.00



**Style: L13597**  
Description: Half Cup  
Sizes: 32-38 BC, 32-36 DE  
Wholesale: \$54.00  
Suggested Retail: \$119.00



**Style: L20597**  
Description: Moulded Cup  
Sizes: 32-36 ACD, 32-38 B  
Wholesale: \$56.25  
Suggested Retail: \$125.00



**Style: L02597**  
Description: Bikini  
Sizes: s-m-l-xl-2xl-3xl-4xl  
Wholesale: \$30.00  
Suggested Retail: \$67.00



**Style: L41597**  
Description: Thong  
Sizes: s-m-l-xl-2xl  
Wholesale: \$29.25  
Suggested Retail: \$65.00



**Style: L51597**  
Description: Shorty  
Sizes: s-m-l-xl-2xl  
Wholesale: \$33.75  
Suggested Retail: \$75.00

**SHIPPING WINDOW: FEBRUARY 25 - MARCH 25, 2011**

**LOU**  
PARIS

# MACARON- 598



# MACARON- 598



Abricot 06



Ivoire 13



Bleuet 56



**Style: L12598**

Description: Full Cup  
 Sizes: 32-40 BCD, 32-38 E  
 Wholesale: \$54.00  
 Suggested Retail: \$119.00



**Style: L13598**

Description: Half Cup  
 Sizes: 32-38 BCD, 32-36 E  
 Wholesale: \$52.00  
 Suggested Retail: \$115.00



**Style: L15598**

Description: Strapless  
 Sizes: 32-38 BCD, 32-36 E  
 Wholesale: \$56.25  
 Suggested Retail: \$125.00  
*Available only in Ivoire 13*



**Style: L21598**

Description: Push up  
 Sizes: 32-36 AD, 32-38 BC  
 Wholesale: \$56.25  
 Suggested Retail: \$125.00



**Style: L02598**

Description: Bikini  
 Sizes: s-m-l-xl-2xl  
 Wholesale: \$30.00  
 Suggested Retail: \$67.00



**Style: L41598**

Description: Thong  
 Sizes: s-m-l-xl-2xl  
 Wholesale: \$30.00  
 Suggested Retail: \$67.00



**Style: L51598**

Description: Shorty  
 Sizes: s-m-l-xl-2xl  
 Wholesale: \$36.00  
 Suggested Retail: \$79.00



**Style: L09598**

Description: Garter Belts  
 Sizes: s-m-l  
 Wholesale: \$40.00  
 Suggested Retail: \$89.00  
*Available only in Ivoire 13  
 and Abricot 06*

**SHIPPING WINDOW: MARCH 25 - APRIL 25, 2011**

**LOU**  
 PARIS

# CRAQUANTE - 599



# CRAQUANTE - 599



Encre 02



Poudré 84



**Style: L12599**

Description: Full Cup  
Sizes: 32-38 BCD, 32-36 E  
Wholesale: \$47.25  
Suggested Retail: \$105.00



**Style: L20599**

Description: Moulded Cup  
Sizes: 32-36 AD, 32-38 BC  
Wholesale: \$47.25  
Suggested Retail: \$105.00



**Style: L02599**

Description: Bikini  
Sizes: s-m-l-xl-2xl  
Wholesale: \$28.00  
Suggested Retail: \$62.00



**Style: L41599**

Description: Thong  
Sizes: s-m-l-xl  
Wholesale: \$27.00  
Suggested Retail: \$59.00



**Style: L51599**

Description: Shorty  
Sizes: s-m-l-xl-2xl  
Wholesale: \$28.00  
Suggested Retail: \$62.00



**SHIPPING WINDOW: MARCH 25 - APRIL 25, 2011**

**LOU**  
PARIS

# NATURELLE



White 01



Argile 023



Style: L16645

Description: Minimizer

Sizes: 32-42 CD 32-40 E

Wholesale: \$ 33.75

Suggested Retail: \$ 75.00

**LOU**  
PARIS

**SHIPPING WINDOW: IMMEDIATE ALL COLOURS**

# A *FREE* GIFT OFFER FROM LOU !!

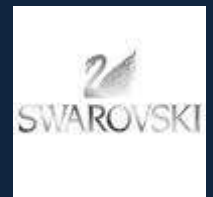
OFFER YOUR CUSTOMERS A FREE  
SWAROVSKI BRACELET WHEN THEY  
PURCHASE A SET OF LOU *DÉLICE*

Encourage - Stimulate Purchases !

ONE BRACELET WILL BE SHIPPED ALONG WITH  
EVERY DÉLICE SET PURCHASED

THIS IS ONE OF OUR FASHION *Must Haves* for  
Spring Summer 2011

Offer only applies to LOU *DÉLICE* set orders



# A NEW LOU CONTEST !!

- A WINDOW KIT will be offered on initial orders of 30 pieces or more of Lou Code
- The Lou Window Contest Exhibit will run from April 5 – 25, 2011 (10 days)
- By end of April, all the customers that have window kits will send us their pictures
- The 2 best windows in both Canada and the US will be awarded:
  - 1st PRIZE: a \$1000 retail value voucher on Lou products
  - 2nd PRIZE: a \$500 retail value voucher on Lou products
- The PRESS will be notified about this contest in February / March



# THE CONTEST WINDOW KIT:

- 1) *Double-sided display with a key visual*
- 2) *Plexi silhouette*
- 3) *Set of 3 cubes*
- 4) *Set of 6 floor panels for a cleaner presentation*

*Kits will be shipped with the Lou Code delivery*

*Final size of window kit will be 1.1m height by 1.8 m width*

*DOUBLE SIDED  
DISPLAY*



*PLEXI-SILOUETTE*



*FLOOR PANELS*



*CUBES*

