

JESSICA LONDON®

A Modern Classic, Sizes 12-32

Communication Department - USA

Press Release

Plus-size women's retailer Jessica London® launches new fall collections

New York, NY – July 20, 2011 - [Jessica London](http://www.jessicalondon.com/), a plus size women's fashion brand in the portfolio of Redcats USA's OneStopPlus Group, announced today the launch of its new website (<http://www.jessicalondon.com/>), featuring guest designers, new fashion items and incredible fall collections that will be must-haves for the upcoming season.

Jessica London expanded its own proprietary collections, along with adding high end guest designers such as Svoboda® and Coleen Bow. In fact, Jessica London is offering a modern look for all of its collections with a broader selection of leather and outerwear, improved fits in all of its pants and skirts, suiting for the professional woman, and dresses that keep fashionistas ahead of the style curve. Customers will also find real-feel videos at [JessicaLondon.com](http://www.JessicaLondon.com) providing women a closer look at colors and textures, as well as a better idea of how to wear the brand's fashion pieces.

"With 62% of U.S. women wearing a size 14 or larger, the Jessica London team is pleased to provide stylish clothing that is designed for fuller figures and reflects the colors and trends seen on fashion runways," said John Mallon, Senior Vice President/General Brand Manager for Jessica London. "Our Fall 2011 collections will inspire women to enhance their wardrobes with trend-setting designs that will carry them through the fall/winter season and into the New Year."

Since 1997, Jessica London® has brought quality career, casual and special occasion fashion, plus classic, easy-to-wear separates, comfortable lingerie and shoes to women sizes 12 to 32, including petites and tall.

Visit [JessicaLondon.com](http://www.JessicaLondon.com) and order from Jessica London®'s 2011 Fall Collection, or call (800) 784-1667 anytime 24/7. You can also find fabulous Jessica London® fashions at [OneStopPlus.com](http://www.OneStopPlus.com), the world's first and only web-mall for plus-size women and big and tall men.

Customers and fans can also stay up-to-date with the latest Jessica London® styles and trends via the brand's official [blog](#), [Facebook](#) and [Twitter](#) pages, as well as [OneStopPlus.com's online web magazine](#) created to share fashion tips, hot trends and new must-have products.

About Redcats USA

Redcats USA is a dynamic, multi-channel, web-driven home-shopping leader, with numerous successful brands in its portfolio: AVENUE®, Woman Within®, Jessica London®, Roaman's®, KingSize®, and BrylaneHome® sold on OneStopPlus.com®, The Sportsman's Guide® and TGW.com - The Golf Warehouse®. Redcats USA offers a wide range of value and quality driven merchandise categories, including men's and women's plus-size apparel, home and lifestyle products, and sporting goods/outdoor gear. Redcats USA is a Redcats company.

About Redcats

Redcats is a leading worldwide online retailer for fashion and home furnishings. The group gathers 17 European and US based brands in 31 countries: Avenue®, Woman Within®, Jessica London®, Roaman's®, KingSize®, BrylaneHome®, OneStopPlus.com®, The Sportsman's Guide®, TGW.com - The Golf Warehouse®, Ellos, La Redoute, Vertbaudet, Cyrillus, Somewhere, Daxon, Stella McCartney Kids and Castaluna. In 2010, Redcats generated 3.436 billion euros of sales including 54% on Internet and employs over 14,000 associates. Redcats distribution network combines more than 70 e-commerce sites, nearly 600 stores and around 30 catalogues for 26 million active customers. Redcats is a PPR Company. For any further information: www.redcats.com

Contact Information

Karen Davis
Corporate PR & Communications
Redcats USA
Karen.davis@redcatsusa.com
212-502-9315

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by **REDCATS**