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### FRESH FROM 'DOWN-UNDER', LOLA&EVIE ALPINE AND COLLECTION HITS NORTH AMERICA FOR WINTER 08.

Australian snowboarding and fashion brand Lola&Evie is gearing up to bring its women's Alpine (outerwear & hardgoods) and Collection (fashion) ranges to the US and Canada following the sell out success in Australia and New Zealand over the past three years.

Central to Lola&Evie's success thus far is fashion designer Rebecca Pettigrove, who is able to couple her Bachelors Degree in Fashion Design with her passion for snowboarding. *"Bec (Rebecca) at 23 years old has been snowboarding most of her life, so essentially she is part of the Lola&Evie target market. Her fashion sense in terms of style and technicality means she has been able to develop an aesthetic for Lola&Evie that is different to what is already out there and it's obviously what the market is looking for. ...timing wise it has been perfect"*, comments Sales Manager Christine Hocking.

The Alpine range delivers function as it should, but derives its fits and styling inspiration from the fashion collection. *"We're already styling the Alpine outerwear with the Collection range in our campaign shoots...it's technically great but there's also an aspect for the wearer to feel good about (the fashion element) in terms of being able to wear a functional jacket or vest on the street..."* says Pettigrove.

The Lola&Evie Collection range displays a story-book type aesthetic with subtle vintage and sporting influences. Fabrics and shapes are often practical, yet from dresses to hoodies there remains a deliberate and unpretentious femininity.

Lola&Evie's General Manager, Dave Fraser, and International Sales Manager, Christine Hocking, will be in Vegas looking to further expand the distribution and sales network.

Lola&Evie currently sponsor snowboarders Courtney Phillipson (Aust) and Abby Lockhart (NZ) and no doubt they will have their eyes on some riders in the Northern Hemisphere.

Lola&Evie is owned and distributed in Australia by Sidelife Pty Ltd.

### LOLA&EVIE USA SALES ENQUIRIES

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### ABOUT SIDELIFE DISTRIBUTION

Founded in 2003, Sidelife, is a multi-brand action sports lifestyle and street wear company based in Melbourne. Sidelife's proprietary brands include Lola&Evie and the soon to be launched Mr Simple men's and women's clothing range. Sidelife is also the exclusive Australian distributor of Huffer Clothing, and a select range of board sports hardgoods and accessories including Libtech, Gnu, Defcon, Union Bindings, Capita, Gator Wakeboards and One Ball Jay.

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