

## SOL Lingerie 2011 Ad Campaign Launch Party

The SOL Lingerie Express is preparing to depart. Destination SOL. ALL ABOARD!

**DENVER, Colorado – August 11, 2011** – From planes to trains, the SOL Girl is on the move: Destination SOL! Her plane has landed and she is traveling back in time to the glamorous 1920's and luxury train travel. Join us Wednesday August 24th from 5-8pm as SOL...store of lingerie, one of the country's leading lingerie stores specializing in bra fitting and fine European intimate apparel, celebrates the Denver based crew that created SOL's 2011 ad campaign: SOL Express.

### An Event to Celebrate

When you enter SOL's "Speakeasy" on **Wednesday, August 24th from 5-8pm** you'll be transported back in time to the era of flappers, dapper dans, silent films, the Charleston and jazz. Get the SOL Girl's autograph and meet co-owners Jeanie Peterson and Cindy Johnson. Cindy Johnson is a National Bra Fitting Expert who has been on The TODAY Show nine times and is the Creative Director behind the entire campaign. The campaign's 1920's focus is on mark with upcoming fashion trends and the movie release of The Great Gatsby in 2012.

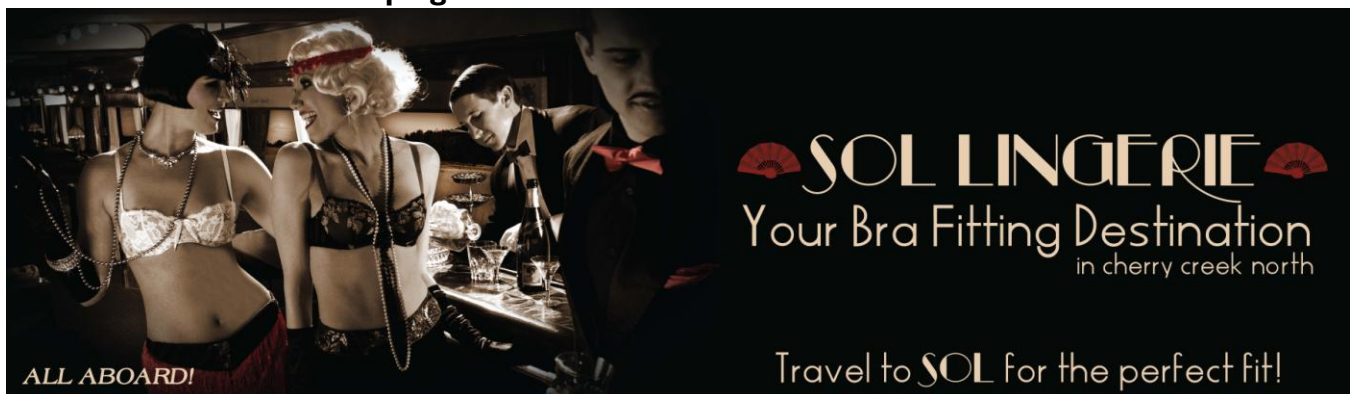
### Win a Shopping Spree

The party is going to be the bee's knees, so get your wiggle on and get down here! Everyone who attends receives their very own SOL Express luggage tag and is automatically entered to win a \$500 shopping spree at SOL! Nibble on Baby Ruth bars, imbibe some SOL "moonshine" and test your 1920's trivia knowledge. Shop the new Fall styles and watch the Behind the Scenes video of the shoot which will be shown for the first time throughout the evening. A percent of proceeds will be donated to the Morgan Adams Foundation for Pediatric Oncology Research.

### About SOL...store of lingerie

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 area's independently owned boutiques and offers an exquisite collection of lingerie including bras and panties, pajamas, loungewear and robes. SOL designers include Marie Jo, Prima Donna, Hanky Panky, Eberjey and Natori as well as other distinctive pieces designed exclusively for SOL. Open Monday through Saturday, 10AM to 6PM. The Launch Party is Wednesday August 24<sup>th</sup> from 5-8pm. 1-800-466-1356 Customers may also shop online at [www.SOLLingerie.com](http://www.SOLLingerie.com).

### Billboard from 2011 Campaign



**SOURCE: SOL...store of lingerie**

**For all media inquiries**

**CONTACT: Janelle Kenny, 303-548-4731, [janelle@SOLLingerie.com](mailto:janelle@SOLLingerie.com)**

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