

**ASX / MEDIA RELEASE**

**21 July 2011**

**Specialty Fashion Group launches La Senza Sydney City store**

Specialty Fashion Group (ASX:SFH) will launch today its La Senza Sydney City store in Westfield Shopping Centre, Pitt Street Mall, joining several other international brands successfully launched in Australia recently.

La Senza is the sister brand of Victoria's Secret, both owned by Limited Brands, and is one of the most highly recognised global brands in intimate apparel. With more than 750 stores in 48 countries around the world, La Senza specialises in the retail of women's intimate apparel and sleepwear.

La Senza looks to deliver the trendiest colours, prints and styles in its products, using the latest innovation and technology. The La Senza shopping experience aims to be fun and playful, inspired by the forever-young pin up, and through cutting-edge multi channel retailing.

**10 Year Licence Agreement with Limited Brands**

In August 2010, Specialty Fashion Group announced an exclusive 10 year licence agreement with Limited Brands to operate the La Senza stores in Australia and New Zealand under a royalty arrangement. La Senza products are sourced utilising Limited Brands' supply chain, regarded as one of the best in the world for intimate apparel.

In August 2010, Specialty Fashion Group took over the operation of four La Senza stores in the Sydney area from the previous licensee. Since then, Specialty Fashion Group has focused on expanding the brand through an aggressive new store rollout program.

With nine successful La Senza store openings over the past three months across New South Wales, Victoria, Queensland and the Australian Capital Territory, the company remains on track with its planned store rollout, with 15 stores across these states as well as an online store.

**Exciting Growth Opportunity**

Chief Executive Officer, Gary Perlstein says La Senza represents an exciting growth opportunity for the company.

"We believe there is a gap in the market for a specialty intimate apparel retailer with a recognised international brand, and intend to expand the brand to 100 stores in three years.

"This is the company's first licence of a global brand and we see it as the start of a new source of growth for us through expanding the La Senza store and online network throughout Australia and New Zealand, increasing our market position particularly amongst younger women.

“The La Senza brand is very complementary to our other brands. It enables us to expand our product portfolio, broaden our position in the youth market, and leverage our customer relationship management capabilities to attract new and existing customers.

“La Senza has a niche product focus on intimate apparel, a mid-price point position and appeals to the aspirational, fashion-minded customer looking for the latest trends. It has an internationally recognised brand name and is supported by the partnership with global player Limited Brands. We believe all these factors make La Senza an attractive proposition that will underpin growth amidst weak consumer confidence and retail market conditions,” Mr Perlstein concluded.

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#### About Specialty Fashion Group

Specialty Fashion Group (ASX:SFH) is an ASX-listed specialty apparel retail group with a substantial portfolio of high-profile brands targeting women across a wide demographic, and an extensive national store network comprising of 891 stores as at June 2011. The company’s brands include: Millers, Crossroads, Katies, Autograph, City Chic and La Senza.

[www.specialtyfashiongroup.com.au](http://www.specialtyfashiongroup.com.au)

#### About Limited Brands

Limited Brands (NYSE:LTD), through Victoria’s Secret, La Senza, Pink, Bath & Body Works, C.O. Bigelow, White Barn Candle Co. and Henri Bendel, is an international company that sells lingerie, personal care and beauty products, apparel and accessories. The company operates more than 2,600 specialty stores in the United States and its brands are sold in more than 800 company-owned and franchised additional locations worldwide.

[www.limitedbrands.com](http://www.limitedbrands.com)

#### About La Senza

La Senza specialises in mid-priced women’s intimate apparel and sleepwear, which appeals to women with a fun, flirty and sexy attitude. The brand’s intimate apparel is sold in more than 750 company-owned and franchise-operated stores in 48 countries worldwide.

[www.lasenza.com.au](http://www.lasenza.com.au)

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