

# BYLYSE

## FACT sheet

- Created by Canadian designer Lyse Spenard in Montreal in 2008.
- Brand essence is expressed through a youthful attitude and timeless design made to enhance every body shape.
- Casual chic line of women's clothing created for life's leisurely moments, from shopping to golfing, yoga, traveling, walking the dog and working from home.
- Promotes seasonless dressing through layering thanks to its signature knitwear.
- Offers a variety of multifunctional and easy care fabrics that move with women's bodies – including the brand's signature compact ponte, microknit and soft shell – as well as technical fabrics for the active woman and more luxurious fabrics like easily washable faux leather and suede for a touch of elegance.
- More than 500 styles created each year as part of two key collections: spring in stores from January to June and fall in stores from July to December.
- Offers a wide range of sizes for regular, tall and plus-sized women.
- Targets women 40 + who want to feel confident in what they wear at any age or size.
- Prices range from \$65-115 for t-shirts, \$95-125 for pants, \$95-165 for sweaters and \$195-255 for jackets & coats.
- Distributed in more than 850 retail outlets across Canada, the United States and Australia.
- Exclusive BYLYSE boutique opened in September 2016 in Galeries des Monts, Saint-Sauveur, QC.
- Vertically integrated company with a dedicated manufacturing facility in China, ensuring high quality workmanship, strong attention to detail and quick speed to market.