



## MEDIA ALERT

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## SOL's Customer Appreciation Sale + Holiday Gift Guide Ideas

### SOL's Customer Appreciation Sale (November 7-17, 2012):

**WHAT:** It's time for SOL...Store of Lingerie's 15<sup>th</sup> annual Customer Appreciation Sale. As a way of saying "thank you" to SOL customers, **everything** in the store is **20% off!** Brand new Fall merchandise is on sale including styles by Marie Jo, Prima Donna, Hanky Panky, Eberjey, Paris Tights and the new color of Daisy Bra, Majestic Purple. And don't forget the holidays are just around the corner so you can get your gift shopping done early...at a discount!

**WHEN:** Wednesday, November 7 – Saturday, November 17, 2012  
Hours: 10 am – 6 pm, Monday – Saturday.  
Extended Hours: Sunday, November 11, 10 am – 6 pm

**WHERE:** SOL...Store of Lingerie  
248 Detroit St. (in Cherry Creek North)  
[www.SOLLingerie.com](http://www.SOLLingerie.com)  
303.394.1060

### SOL's Holiday Gift Guide Ideas:

#### GIFT

**PICKS:** Eberjey Rosina Camisole (\$95) and Panty (\$45); Chemise (\$135)  
Colors: Cranberry, Black, White

#### GIFT

**REGISTRY:** SOL keeps record of all current and past customers' sizes, purchase history and wish lists, so buying the perfect gift is even easier for men who aren't seasoned shoppers. Besides lingerie, SOL also features a beautiful selection of sleepwear and robes that are great for gifting for spouses, mothers, sisters, daughters and friends. SOL also offers complimentary gift-wrapping.

#### GIFT

**CARDS:** Can't make it to the store? Buy a SOL gift card online and let her choose a special something.

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**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. Over the past 15 years, SOL has grown into one of the country's leading lingerie stores specializing in bra fitting and fine European intimate apparel. Johnson is one of the nation's top bra fitters with over 20 years of experience and has been featured on the TODAY show several times. She extensively trains SOL's staff of expert fitters – all whom offer a superior level of customer service while making bra-shopping fun. 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, 10 am to 6 pm. [www.SOLLingerie.com](http://www.SOLLingerie.com); “Like” SOL on Facebook; “Follow” SOL on Twitter.