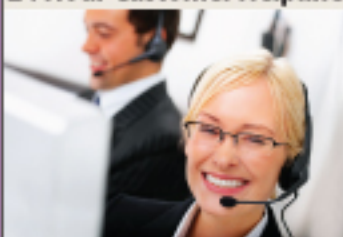


24 Hour Customer Helpline



24 Hour Customer Helpline

Dominique Newsletter

Fall Edition 2010



recent style updates

seamless brasselette



now in size 44DD
white, nude, black

satin tricot torsolette



expanded to 48 in B cup
& 52 in cups C, D, DD, & F

smooth satin brasselette



expanded to DD-cup
sizes 32-40 all colors

New PVC - Free Garters



Dominique Cares is our ongoing initiative to replace manufacturing practices and procedures with newer, techniques & processes. As you are well aware, we are equally dedicated to producing top quality intimate apparel. We believe the two can happily coexist, and have committed to a healthy and sustainable future for the environment.

We are proud to announce newly developed PVC-free garters that are included with styles 7749, 7750, 7759, 8541, 8740, 8900, 8949 & 8950. The appearance and functionality of the garters has not been changed. Every small change makes a difference when it comes to producing top quality, environmentally friendly lingerie. *Dominique Cares!* If you have any suggestions, please forward them to isuggest@dayleen.com.

to replace manufacturing environmentally friendly

First Look Style 9950



Low Back Strapless Design



Rising Manufacturing Costs Reaching Tipping Point

As we are all keenly aware, consumer confidence and economic uncertainty have become the largest issues facing the apparel industry. With recessionary fears gripping the marketplace, overseas factories are facing a slew of supply chain issues which have already begun to effect domestic pricing. Needless to say, the timing couldn't be worse. Increased labor costs coupled with increasing raw material prices, and rising transportation prices are forcing brands to alter price structures. Thru the first half of 2010, cotton prices have increased by 34%, transportation by 17%, and labor prices by 15%. These are alarming numbers for such a short period of time. The Dominique brand has not altered price structure in over three years. We have, and will continue to work hard at streamlining our supply chain so as to offset increased costs. However, we will not sacrifice the quality of our products as a means of cost control. We will continue to keep you informed as the situation unfolds. Stay tuned!

New Full Figure Style - Sneak Peek From Cutting Room

The final fit samples of Dominique's latest and greatest full figure style have just been approved. The 9950 - the new full figure longline torsolette will be available just in time for the fall bridal and formal season. Understated, simple elegance with a deep front plunge, and low back to match, this expertly designed torsolette is sure to please. Convertible to full strapless, with a three section cup design for maximum support, this tasteful and sexy style is a must have for the upcoming season. The introductory size range will be B38-48 & 38-52 in cups C, D, DD. The initial offering is in white with plans to add both nude and black for next season, along with expansion of the size range into the F and G cups. Please contact your representative with questions.

visit us on the web @
www.dominiqueapparel.com

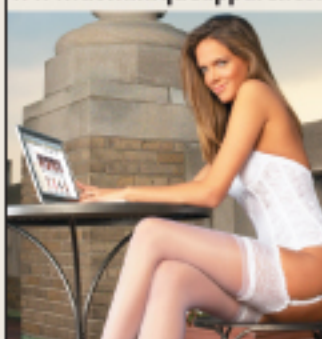


Retail Catalog Receives Rave Reviews

Dominique's 2010 look book has proven a useful retail sales tool. Store personalization is available for mailings as well as for point of purchase distribution. Provide them with sale of any Dominique product to increase repeat & similar style sales. To request additional copies, or for personalization program details please contact Dominique Direct Marketing: toll free (800)664-5447 or via email miket@dayleen.com



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