



PRESS RELEASE

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**Lela Designs BC Fashion Week Show Attracts
Canadian Music Icon Farley Flex.**

Vancouver, B.C. - September 25, 2006 - This year's BC Fashion week is heating up with the showcasing of Lela Designs, one of the hottest new clothing lines to come out of Vancouver this year. Lela is creating a buzz within the fashion industry based on their fashion-forward women's clothing line produced from eco-friendly and sustainable fabrics. The excitement around this line, geared towards fashion-conscious female golfers, is set to grow this week as it's been confirmed Farley Flex, Canadian Idol judge and music industry icon, is flying into Vancouver to attend Lela Design's BC Fashion Week Spring and Summer Showing. This high profile event will take place Saturday, September 30th at 8:30pm on the Mainstage of the Granville Island Performance Works Theatre in Vancouver, B.C.

Farley Flex has been active in the music industry for decades but is best known for his work as a judge on the Canadian Idol television show. Farley is considered one of the most influential and successful figures on the Canadian music scene, someone that has spent his entire career discovering, promoting and developing new Canadian talent.

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About Lela Designs

Lela Designs is changing the way fashion-forward female consumers view golf clothing. Lela Designs provides a departure from the staid and traditional world of women's golf attire and instead integrates leading edge fashion and functionality throughout their entire product line. Lela is the first prominent women's golf line in North America that has been created around a base of fabrics that are produced in an Eco-friendly and sustainable manner.

*If you are coming to the show or require an all-access pass please RSVP to tina@leladesigns.ca