

The Connaught Group Names Leena Gurevich as Carlisle/Per Se NYC Showroom Director

Carlisle and Per Se expand to reach more women who want a personalized shopping experience & couture-quality clothing not found in stores

April 28, 2009 -- New York – [The Connaught Group](http://www.theconnaughtgroup.com) (www.theconnaughtgroup.com), a leading direct sales fashion company and creator of the Carlisle and Per Se women's clothing lines, has appointed Leena Gurevich, as the director of the [Carlisle/Per Se](#) New York City Showroom. Gurevich, the former northeast regional manager at Hugo Boss, assumes the newly-created position this week as part of Connaught's ongoing business development and expansion plan.

Ms. Gurevich's luxury fashion background also includes leadership business development roles at Luca Luca, Fendi, Gucci, Yves Saint Laurent and Barney's.

Opened in 1982, The Connaught Group's Manhattan showroom provides a showcase for both the Carlisle and Per Se Collections. Within its sumptuous confines, women from New York City, the tri-state area and as far away as Hawaii and Japan are treated to personalized shopping assistance, and private viewing of the Collections in an elegant, unrushed, and intimate environment.

"Private shopping and personalized wardrobe assistance continue to blossom in our Manhattan showroom," said Bill Rondina, Chairman and CEO, The Connaught Group. "Leena understands how to develop luxury brand fashion and has a 16 year proven track record at increasing sales volume within the industry. We're thrilled to have her on board to further develop our showroom business and grow awareness with new clients."

"After seeing the [Carlisle](#) and [Per Se](#) Collections, I knew I had uncovered a gem. Couture-level clothing, available by appointment only and hidden away in an elegant showroom oasis off 52nd Street – this is a clothing experience that women who love fashion need to know more about! I am very excited to bring my luxury brand expertise to the table in getting consumers to be aware of this unique, quality wardrobing experience. Both collections are nothing short of breathtaking," said [Leena Gurevich](#).

The Carlisle Collection was introduced 28 years ago and remains one of the best selling direct sales collections with society women, career women, Hollywood starlets, politicians, and others, who regularly and discretely pop in for their appointments.

The Connaught Group

In January, The Connaught Group expanded their Per Se line into a full-blown collection. Connaught is now looking to further develop their showroom business model, offering the same level of personal shopping and wardrobe expertise which clients know them for, worldwide.

A SHOPPING EXPERIENCE WORTHY OF THE WOMAN

Here are just a few things that further differentiate the Carlisle and Per Se Collections from other lines, in addition to both lines' unparalleled client service:

EXPERIENCED DESIGNERS: The Carlisle/ Per Se management and design teams possess an outstanding fashion pedigree, having gained experience at Christian Dior, Bill Blass, Tahari, Ellen Tracy and Burberry, among others. Each collection is the result of this collective knowledge, intuitive design sense and studied understanding of the perfect fit and function.

PERSONALIZED SERVICE: The NYC Showroom has Carlisle/Per Se Wardrobe Consultants that act as personal stylists, using their fashion expertise to develop and customize a fun, functional wardrobe tailored to the client's personality and lifestyle. Consultants keep records of all clients' purchases for easy coordination of existing and current pieces.

GREAT PRICES: Because the Carlisle and Per Se Collections are sold only through appointment, the conventional and costly retail overhead is eliminated. This direct-sales model allows The Connaught Group to offer superior quality clothing at extremely competitive prices.

FABULOUS FABRICS: The Carlisle and Per Se designers are fabric snobs and proud of it! While each season's collection is stylistically distinct, all offer couture-caliber textiles from the best mills in England, Italy and France. Whether it's a rich bouclé for a jacket, a silky charmeuse for a lining or a high-tech stretch for a pant, our fabrics give our pieces quality and character.

QUALITY MANUFACTURING: From the design to the finishing, each Carlisle and Per Se piece is impeccably made, down to the very last detail. From linings and seams, to zippers, buttons and trim, each perfect garment is the product of our longtime relationships with Hong Kong's most discerning manufacturers. This ensures a level of consistency that is rare among design houses, but customary for the Connaught Group.

CONTACTS:

To make an appointment at the NYC showroom women can call 212 751-6490 or send an email to showroom@carlisle.com. For press looking to learn more please contact Kathleen Lucente at 512 217-6352 or klucente@connaughtgroup.com

The Connaught Group

ABOUT THE CONNAUGHT GROUP:

Headquartered in New York City, The Connaught Group, Ltd. is a leader in designing and delivering direct sales high-end fashion combined with a superior personalized shopping experience for stylish, busy women. For over 28 years, Connaught has cultivated a reputation for creating exquisite clothing held to couture-level design standards with the Carlisle Collection, affiliated brand, Etcetera and now the Per Se Collection. Sold exclusively through appointment-only visits at showrooms or trunk shows four times a year, Carlisle and Per Se offer sophisticated, modern clothing for busy women who are confident in how they dress and demand the best.