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Women Demand Fashion and Performance on Vacation
“lucy Travel Survey” Ranks Comfort, Style and Everyday Performance as Travel Fashion Essentials

PORTLAND, Ore. – March 26, 2007 – Airline travel just isn’t as glamorous as it used to be. Long lines, security checks, delays and new rules that allow the person in the next seat to bring his tuna fish sandwich on the plane have combined to make travel a stress-inducing nightmare.

But now, according to a new survey by lucy, a Portland-based lifestyle apparel company, women are rising to the challenge of travel hassles and bringing comfort and relaxation back to vacations and business travel. And, with typical élan, they aren’t making compromises on style or performance. They want both.

According to the Kelton Research conducted survey, more than 70 percent of women demand comfortable, high performance active wear while traveling. At the same time, one in three women say that making a fashion statement while traveling is just as important as any fashion statement they make at home.

“At lucy, we are dedicated to creating designs that flatter and inspire women while meeting their demands for everyday performance,” said Mike Edwards, CEO of lucy. “Our innovative product lines, perfect fit options and exclusive quality signature fabrics make lucy the ideal choice when traveling for business or pleasure.”

Great Style, Will Travel

According to the “lucy Travel Survey,” how a woman’s clothes behave on a trip is a major factor in fashion choices. Forty percent of women desire clothes that are easy to care for and don’t need to be dry cleaned when on the road or relaxing in paradise. One-in-two women take it further; they want wrinkle-free fashion.

lucy offers three signature fabrics: lucy tech™, lucy flex™, and lucy lux™ that are essentially wash-and-wear and ideal for a variety of activities from long plane rides to walking on the beach to catching café latte and croissant at an outdoor café.

Vacations Are Good for Mind and Body

One of the more interesting trends captured by the “lucy Travel Survey” was an increase in women exercising while traveling. As it turns out, treating yourself to a vacation means paying homage to both mind and body.

Nearly fifty percent of women surveyed said they do some type of physical activity, such as working out, while on vacation. And 34 percent said they want clothes to do double duty as both exercise wear and casual wear for days in the bazaar or breakfast on the beach.

“It makes sense; women don’t want to just lounge by the pool. Vacation is a time to catch up on everything from quiet time to workouts,” said Edwards. “At lucy, we take pride in listening to what our customers want and need. Our action jacket and training pants offer everyday performance wear that can transition from the plane to the gym with ease. We want our products to be a source of inspiration and positive energy. Our clothes are good to go, because our customers are.”

Quick Exits in the Bag

Having waited so long to get on a plane, nothing is worse than waiting for the bags on the other end.

lucy carries the popular Halsea bags, which were touted as the top travel bag of the season in the May issue of *Real Simple* and featured on the *CBS Early Show*. Available in a unique blue and pink pattern that stands out from the sea of red and black bags circling the conveyor belt, these bags are a refreshing change and easier to spot. In addition, this versatile bag is available in three sizes to fit any travel itinerary, including a roller suitcase, weekend getaway bag and portable tote.

About the “lucy Travel Survey”

lucy routinely surveys customers to track and respond to trends.

“Tracking behavioral trends among our customers is essential to the success of lucy,” Edwards said. “Behavioral information enables us to determine how to design fashions and products that women want, need and deserve.”

About lucy

lucy is a Portland, OR-based lifestyle apparel company for women who value fit, style and performance. lucy isn't a specific person – she lives in all of us as we attempt to live a healthy, balanced life. Life is not only about being at the gym or yoga studio; it's about the everyday routine of multi-tasking errands, activities with family and friends, and taking care of yourself from the inside out. An expert in active ways of life, lucy listens carefully to the needs of women and creates apparel with on-the-go performance and versatility, as well as a healthy dose of style and color. With its own lucy label and exclusive designs from other designers and brands, lucy stands apart and inspires confidence in those who wear the products and visit the stores.

lucy is a privately-held company with investors including Chico's FAS, Inc. (NYSE: CHS) and venture capital firms Lone Pine Capital, Maveron LLC, Oak Investment Partners and Sutter Hill Ventures.

The company operates 43 stores in Arizona, California, Colorado, Washington D.C., Illinois, Maryland, Minnesota, Oregon, Texas, Virginia, and Washington, and online at www.lucy.com.

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