

For Immediate Release  
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## **FIFTY SHADES OF GREY LINGERIE COLLECTION LAUNCHES AT TARGET AUSTRALIA**

The fastest selling paperback of all time, *Fifty Shades of Grey*, continues to expand its empire with the launch of the official *Fifty Shades of Grey* lingerie collection, available exclusively at Target Australia from Thursday 26 September 2013.

Plucked from the pages of E L James' bestseller, the luxury lingerie breathes life into the popular tale with style references drawn directly from the trilogy. With 60 million copies sold worldwide – and counting – the lingerie line represents a new chapter in the *Fifty Shades of Grey* phenomenon.

"I'm thrilled that Target will be the exclusive retailer of the official *Fifty Shades of Grey* lingerie collection in Australia, offering widespread access to the luxury collection. We've worked together to ensure the range encapsulates the passion of Anastasia and Christian's love," says author E L James.

"The collection is styled on the elegant pieces Anastasia receives from Christian, lifting the *Fifty Shades of Grey* story off the pages and into the wardrobes of Australian women. The pieces tap into the fantasy world from the trilogy," continues James.

Capturing the beautiful naïveté of Anastasia, the range features exclusively designed bustiers, balconette bras, suspenders, bikini briefs, g-strings and a sheer chemise. The elegant silhouettes are hued in shades of powder blue, oyster, black and scarlet to cater for every occasion, flirting with the idea of light and dark.

Inspired by the best-selling novel, the stunning collection is designed to not only be popular with avid fans of the book, but with all women who appreciate luxurious, sophisticated and beautiful lingerie.

"The *Fifty Shades of Grey* collection delivers a high quality line of lingerie that reflects our affordable and accessible prices. The brand is an enigma that continues to captivate women, and this collection channels ideas of romance into the evocative lingerie range," says Sally Shing, General Manager Underwear, Footwear, Accessories and Beauty from Target Australia.

Each of the seven styles in the debut collection are named according to references from the novels, including the delicate pale blue *Affaire* range which is based on the first lingerie gift Christian buys for Anastasia. Exceptional design quality is paired with affordability to allow a broad range of Australian women to take home a piece of the *Fifty Shades of Grey* phenomenon.

"The *Fifty Shades of Grey* collection seductively juxtaposes soft lace overlays with sophisticated tailoring. The design is intrinsically feminine and reminiscent of Anastasia's allure. Each piece features signature elements that encapsulate the *Fifty Shades of Grey* theme, such as playful silk ribbons," says Helen Anderson, General Manager of Melbourne-based lingerie manufacturer DCI Corporation.

The debut *Fifty Shades of Grey* lingerie collection will be available exclusively at Target Australia in store and online at [target.com.au](http://target.com.au) from 26 September. Prices range from \$15 for g-strings, \$19 for briefs, \$35 for bras, \$35 for suspenders, \$49 for chemises and \$65 for bustiers. Available for a strictly limited time only.

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