



## MEDIA ALERT

Thursday, July 2, 2015

### Dion Lee For Target Launches in Stores

The limited edition Dion Lee for Target women's range launches today in Target stores across Australia, announced Target Australia.

The exclusive collection is available at 34 Target stores nationally, and also online at [www.target.com.au/dionlee](http://www.target.com.au/dionlee) as part of the retailer's 'Designers for Target' program.

Target Managing Director, Stuart Machin, is thrilled to launch the stunning new collection instore.

"Dion Lee is one of Australia's most successful and talented designers, and we are expecting his range with Target to sell quickly," Mr Machin said.

"The Dion Lee for Target collection delivers modern, designer womenswear at an affordable price, and it is a range our customers will love."

Designer Dion Lee is excited Australian women can now experience his collection and his first-ever performance range.

"My collection with Target combines style with function and reflects the wardrobe of the contemporary Australian woman at work or relaxing," he said.

"Designing performance wear was a new experience, and I was inspired to create modern women's activewear for everyday living."

The 36 piece women's collection features day-to-night clothing, loungewear, performance wear and accessories. The prices range between \$25 and \$119, in sizes 6 to 16.

To shop the collection or find your nearest store, visit [www.target.com.au/dionlee](http://www.target.com.au/dionlee).

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