

**A world first: launch of the LAURASTAR fashion ironing board cover in a limited edition with the Swiss artist STÉPHANE DUCRET.**

This summer the Swiss firm LAURASTAR ([www.laurastar.com](http://www.laurastar.com)) - the world leader in complete upmarket ironing solutions - is launching the FASHIONCOVER ironing board cover collection. The first series is designed and signed by the Swiss artist STÉPHANE DUCRET ([www.stephaneducret.net](http://www.stephaneducret.net)).

To liven up ironing and meet its customers' new expectations for design and exclusivity, LAURASTAR has created a world first by launching FASHIONCOVER, a collection of ironing board covers designed by artists of international renown. The first limited series of 5 000 covers, to be launched in June 2007, was designed and signed in exclusivity for LAURASTAR by the contemporary artist STÉPHANE DUCRET, known for the "fluid geometry, sensual curves and acid drop colours"<sup>1</sup> of his paintings.

« To inaugurate this collection, we were looking for a contemporary artist whose works had earned him not only the esteem of his peers but also success among discerning lovers of contemporary art around the world" explained the project managers. LAURASTAR immediately thought of STÉPHANE DUCRET who enjoyed this double status.

STÉPHANE DUCRET, a loyal LAURASTAR customer for many years, particularly appreciated the products' unique design and hi-tech features. To give a new image to ironing STÉPHANE DUCRET designed an exclusive cover in anise green, white and black. "I wished to give an artistic touch conveying a positive emotion, which should also help make ironing even more pleasurable", explained the artist, already imagining with amusement the LAURASTAR ironing tables with coloured covers displaying a work of art.

STÉPHANE DUCRET, a winner of the prestigious Leenaards Foundation award (2003), was born in 1970 in Lausanne (Switzerland) and now lives in Buenos Aires (Argentina). Since the mid-1990s his works have been shown in solo and group exhibitions, in particular in Geneva (Switzerland), New York (USA) and Porto (Portugal).

His new works, shown until 30 June 2007 at Galerie Synopsis<sup>m</sup> in Lausanne ([www.synopsism.com](http://www.synopsism.com)), already promise to cause a stir by their subtle way of re-interpreting brilliant moments in art history.

*The ironing board cover. FASHIONCOVER - LIMITED EDITION BY STÉPHANE DUCRET, will be on sale during summer 2007 in LAURASTAR approved outlets and on the Website [www.laurastar.com](http://www.laurastar.com).*

**LAURASTAR, you deserve the best.**

A brief look at the Group LAURASTAR: a company founded in 1980, head office in Châtel-St-Denis (Switzerland) 290 employees, 50 million € in annual turnover, subsidiaries in Switzerland, Germany, France, Belgium and Holland, exports 70 % of its production, of which 50 % to Europe. More than 1.5 million products sold around the world.

LAURASTAR, the world leader in complete upmarket ironing solutions with automatic steam functions, is dedicated to making ironing easier for the men and women who use its systems to embellish fabrics and enhance their appearance.

LAURASTAR's unique high-tech innovations reduces ironing time by 50% with unmatched results!

More info on [www.laurastar.com](http://www.laurastar.com).

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<sup>1</sup> Barbara Moor, "L'art de la légèreté" [the art of lightness], EXEL, June-July 2006 issue.