



**PRESS RELEASE**  
**For immediate release**

## **APPOINTMENT NOTICE**

### ***The designer, Michael Brasini, joins Régence***

Québec city, June 22, 2011 – Mr. Christian Bergeron, President and CEO of Chaussures Régence could not hide his pride when he announced the appointment of Mr. Michael Brasini as the new senior line builder for both brands, *Blondo* and *Be Comfortable*. « With Mr. Brasini's arrival in the company, it is the entire *Blondo* team who will benefit from his expertise! We can expect more creative lines than ever for the fall-winter 2012. »

It is with passion and hands-on approach that the designer officially began June 13<sup>th</sup>! In his new role, Mr. Brasini will concentrate on the design of shoes and sandals, while Mr. Leo Sciortino will focus on the product development of winter boots.

Originally from Italy, M. Brasini, who studied at the *American School of Florence* and graduated in 1979 from the *Accademia di Belle Arti di Roma* in design, has over 20 years experience in the footwear industry. He has extensive background in designing and developing fashion and casual footwear for both women and men. The designer has also worked as a design director for *Nine West Footwear* and as a director of women's products for *The Rockport Company*.

Now a member of Blondo's design team, *Régence* welcomes Mr. Michael Brasini and is looking forward to a long and wonderful adventure. Régence Footwear Inc., which is headquartered in Quebec, was established in 1979. Thirty years later, *Régence* is a distributor and manufacturer, among others, famous brands *Acton* and *Blondo*.

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