

PRESS RELEASE 12 November 2003

A New Concept in Alpaca

The Country Living Fair, Islington 12-16 November 2003 will see the consumer

launch of an innovative collection of lifestyle gifts and accessories by

Samantha Holmes made from finest Alpaca.



The new Design Label in luxury gifts and accessories,

Samantha Holmes has taken the UK boutique retail market by storm

since her launch in May this year with a creative slant on Alpaca fibre

and refreshingly simple, versatile designs. With UK stockists such as

Liberty, Toast and top end of the market boutiques, the range is also

on sale in Dublin, Paris, Munich and Tokyo.

From her country home in West Lothian in Scotland, Samantha has

designed 3 collections: **Homewares, Fashion Accessories and**

Babywear Gifts. Each item is beautifully made and finished by hand.

Inspired by traditional craftsmanship and rare, luxurious, natural

fibres, Samantha has sourced finest micron Peruvian alpaca to create

an exclusive range of products, uniquely soft and appealing to classic

and contemporary tastes.

Historically known as the 'Gold of the Incas', Alpaca fleece was once

treasured by the Inca Royal family for its strength, lustre and buttery

softness. Gentle by nature, the Alpaca is a member of the camel family and is native to the high plains of the Andes. To cope with extremes of temperature, the Alpaca have developed hair with a hollow fibre rendering the fleece uniquely light and warm. Alpaca has no lanolin content which together with an absence of 'prickle factor' makes it ideally suited for babies and sensitive skins. For ultimate softness next to the skin, Samantha has selected purest baby alpaca which as its name suggests is fibre from young and extremely fine haired alpaca. The fleece naturally occurs in at least 22 shades ranging from black, charcoal, silver, chocolate, fudge, taupe and ivory. Samantha has therefore avoided using dyes in most of her products to retain the natural beauty of Alpaca.

Samantha is separately importing exclusive handwoven textiles from Stansborough Fibres in New Zealand, the weavers of the Magic Cloaks for the Lord of the Rings Film Trilogy.

Note to Editors: The collection will be on sale at Stand J34 at the Country Living Fair, the Business Design Centre, Islington from 12 – 16 November 2003.

Contact: Samantha J Holmes, Tel +44 (0)1506 845498,
Mobile +44 (0)7748 464547,
Email: mail@samanthaholmes.com, 3 Champfleurie Stables,
Linlithgow, West Lothian, EH49 6NB, Scotland,
www.samanthaholmes.com.

