

CHRISTINE



Christine Celebrates 50 Years of Lace, Silk, and Determination

Founder Christine Morton commemorates the evolution of her Canadian lingerie brand while setting the stage for expansion

May 01, 2023 – Vancouver, BC – 2023 marks the 50th anniversary of **Christine**, the eponymous Canadian luxury brand renowned for its silk lingerie, sleepwear, and loungewear. When Christine debuted in 1973, it ushered in a new era of lingerie. Christine Morton, the Scottish-born designer and founder had a simple vision – use the finest fabrics and intricate detail to create feminine, alluring lingerie that made women feel beautiful – an ethos that holds as true today as when she started five decades ago and one that will guide the next phase of expansion.

What began with a treasure trove of lace found in her grandmother's dresser drawers grew into a successful North American business and after 50 years, Christine and her team are again poised for growth, ready to bring their products to the international marketplace, with particular focus on Europe and Asia.



In 1973, Christine officially began her career in design, first sewing costumes and voluminous blouses out of her basement workshop.

Today, Christine is showcased in more than 100 high-end boutiques in Canada, Australia, the UK, and US, including 15 Neiman Marcus locations. Her sensuous silks have adorned celebrities, fashion pages around the world and displayed in the must-see windows of major fashion retailers like Bergdorf Goodman, but what has always driven Christine is her desire to make everyone who has a passion for silk, feel extraordinary.

"My designs are about empowering people to feel beautiful inside and out," said Morton. "There is a confidence and underlying sensuality that comes with wearing luxurious silk and lace, and I want to inspire

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people to experience that every day – that is really the heart of the brand and I am incredibly grateful that I have been able to do that for 50 years.”

In celebration of this milestone for the Vancouver-based brand – a remarkable feat for any fashion label – Christine introduces a **Limited Edition 50th Anniversary Collection** and a **Black Label Collection**, drawing inspiration from the label’s most iconic pieces while remaining timeless. Always in tune with fashion culture, Christine has also expanded her latest offerings to include men, designing a new print for menswear pajamas to add to the Morton collection, which she quietly introduced in 2020.

The spring 2023 launch of her **50th Anniversary Collection** gave Christine a chance to revisit her elaborate archives and select pieces that are special. A nightshirt, originally introduced in 1980, is back with Swiss embroidered lace, tucks in the back, ruffles around the neck and voluminous sleeves. A show-stopping work – available in August – is a peignoir set in a soft, silvery pink silk called Whisper, with lace, silk

roses and dainty ties dyed to match for a romantic, antique look. Its robe, complete with train, brings to mind the glamour, drama, and romance of the 1920s.

Christine will also introduce the **Black Label Collection** – releasing just one piece each month, available in limited quantity exclusively through the brand’s website. Up-coming designs include a silken-wool robe in a soft peach tone that can double as outerwear – something Christine did long before the current trend of ‘innerwear’ as outer wear. Another dual-purpose piece is a heavy, white crepe silk gown with black Chantilly lace – perfect for a night out or stay-at-home lounging.

Christine has built her brand and company on quality, integrity, attention to detail, and trusting her own intuition without compromise. She has grown the company with women at its core and established a team of seamstresses – many of whom have been with her for decades – while producing locally on a small scale that ensures sustainability and the couture quality for which the label is synonymous.

What began in Vancouver 50 years ago, has evolved to include the major retail centres such as Toronto, New York, and Los Angeles. Christine is once again looking towards a period of growth, spurred by marketing and on-line sales during the pandemic. Raymond Lee, Managing Director, Christine, who brings more than 30 years’ experience in fashion retail will lead strategic expansion and investor engagement, with particular attention on European and Asian markets.

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