

## **CAPRICE WHAT THE PAPERS SAY...**

'Proving herself to be the ultimate celebrity businesswoman, she has now launched her Ceramic Hair Straightener.' Daily Mail

'Caprice has silenced the critics with her recent turn in Rent.' M Celebs

'We always knew Caprice was one in a million and now [she] has proved it. . . .It's an amazing success story for the 28 year old whose self-titled underwear and swimwear range is exclusive to Debenhams. Daily Star

'Caprice the brand. Her lingerie collection for Debenhams has proved a huge success.' M Celebs

'Caprice is actually much, much more than a pretty woman. This particular model has a clued up business brain as well'. Daily Star

'... she's a canny businesswoman with great comic timing, about to take Hollywood by storm'. The Sunday Mirror

'She's the businesswoman and body behind her exclusive underwear range for Debenhams'. Rush

'... the ultimate celebrity businesswoman'. Ireland on Sunday

'Supermodel turned actress, turned businesswoman Caprice has come to the rescue with her straighteners'. Norwich Evening News

'There's no shortage of supermodel Caprice's talents – previously she's branched out into acting, singing and designing – and now her latest venture is the Caprice Hair Straightener'. Hairflair

"Caprice has been an acting success in the West End and Hollywood beckons." Piers Morgan, Daily Mirror

"Caprice promises to be hot stuff starring with hard-man Vinnie Jones in new movie thriller Hollywood Flies". The People

"She is an ostensibly exotic, unpredictable creature who turns out to be genuine, self-deprecating and down-to-earth."  
Cover story of Night and Day Magazine written by Tom Parker Bowles

Caprice hailed as "Queen of the undie world"

Spokesman for Debenhams says sales "far exceeded expectations" and "set sails soaring"

Following the launch of Caprice's lingerie "Debenhams made 130m pre tax profits"

"Caprice's second range continuing its success"

According to reports in the same year sales of Marks and Spencer's famous underwear were falling. "Sales fell by at least 8% and possibly as much as 14%."

Caprice is sited as adding to the misery, "Stunning Caprice is one of the reasons why the sales of Marks and Spencer's frillies are slipping"

"Range sold so well for Debenhams Caprice was asked to come up with more designs."

"Stores figures soar with sizzling new ad"

"Caprice's underwear collection that she designs and promotes herself is one of Debenhams best sellers"