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**BIRKS LAUNCHES NEW SIGNATURE COLLECTION OF HANDBAGS AND ACCESSORIES**  
***THE BIRKS BOUTIQUE™ COLLECTION TO ARRIVE IN STORES FEBRUARY 2007***

**Montreal, January 15, 2007**—For the first time in its 127-year history, Birks unveils a signature collection of handbags and personal accessories made of a custom jacquard fabric, created exclusively for Birks, enhanced by the finest quality leather and 18kt gold plated fitments. The new Birks Boutique™ Collection will be available as of February 7, 2007 in select Birks locations across Canada and at Mayors, Birks' sister company in the US with stores in Florida and Georgia.

The debut lifestyle collection includes five styles of handbags, as well as ladies' and men's wallets, a cosmetic case, jewellery roll, belts, key chains, travel portfolio, business card and cell phone holders. Prices range from \$125 for the smallest item to \$1,150 for handbags. Manufactured in Italy, every piece is stitched and patterned by hand in a long and traditional process using craft methods. As a result, every item is exclusive and produced in limited quantity.

"This launch is a key element of the company's strategy to introduce Birks products as part of an iconic collection that communicates the brand's history and legacy to a wider audience," stated Thomas A. Andruskevich, President and Chief Executive Officer for Birks&Mayors Inc. "We want Birks to stand for international elegance and to be recognized as a global luxury brand."

Created by Italian designer Marianna Gagliardi, the Birks Boutique™ Collection represents the company's first foray into the high-end leather goods market. It is also the first creation of its kind for Gagliardi, an established architect-turned-fashion designer who is based in Florence.

"Through the archives of Birks, we became inspired to create a contemporary, urban line of fashion accessories that reflects the distinctive style and timeless elegance of the Birks brand," stated Daisy Chin-Lor, Executive Vice President and Senior Marketing Officer for Birks&Mayors Inc. "Birks Boutique™ is a tapestry of who we are", said Chin-Lor.

Superior craftsmanship in the making of the Birks Boutique™ Collection involves the use of top-quality materials such as prized European leather and an Italian jacquard fabric. Bearing the Birks iconic symbol of the rampant lion and "B" initial, the polished metal accents complement other elegant details that include rayon lining for handbags in the signature Birks brown or blue colours and blue suede lining for select articles.

Founded in 1879, BIRKS is Canada's premier luxury brand and designer of fine jewellery, timepieces and giftware. In addition, BIRKS offers a full range of corporate gifts, estate jewellery, and gift and wedding registry services. The company has 38 stores across Canada as well as six corporate sales offices and offers catalogue and on-line shopping. For more information please visit [www.birks.com](http://www.birks.com).

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