

# Style is Timeless

with 70 years in business

Style never goes out of fashion and Eves of Limerick is testament to that with this year marking their 70th year in business. Eve's first opened its doors at number 8 Roches Street in 1939 and since then it has provided the women of Limerick with up to the minute fashions reinforcing Eves reputation as a style fiduciary on the Limerick fashion scene.

Founder, Winifred Casey with her baby daughter Eithne.



they carried on the vision of Winifred and embraced Eves as their family business until 1985. Michael Murphy Junior joined the family business in the mid 70's and expanded the shop with the introduction of The Leather Store. This expanded the appeal of the store to the men of Limerick also. Michael Junior was later joined by his wife Terry and now today they successfully run Eve's store on 7/8 Roches street together.

Most recently they have been joined by the fourth family generation, Michael and Terry's son Brian and his wife

Eithne Murphy (nee Casey) and her husband Michael Murphy

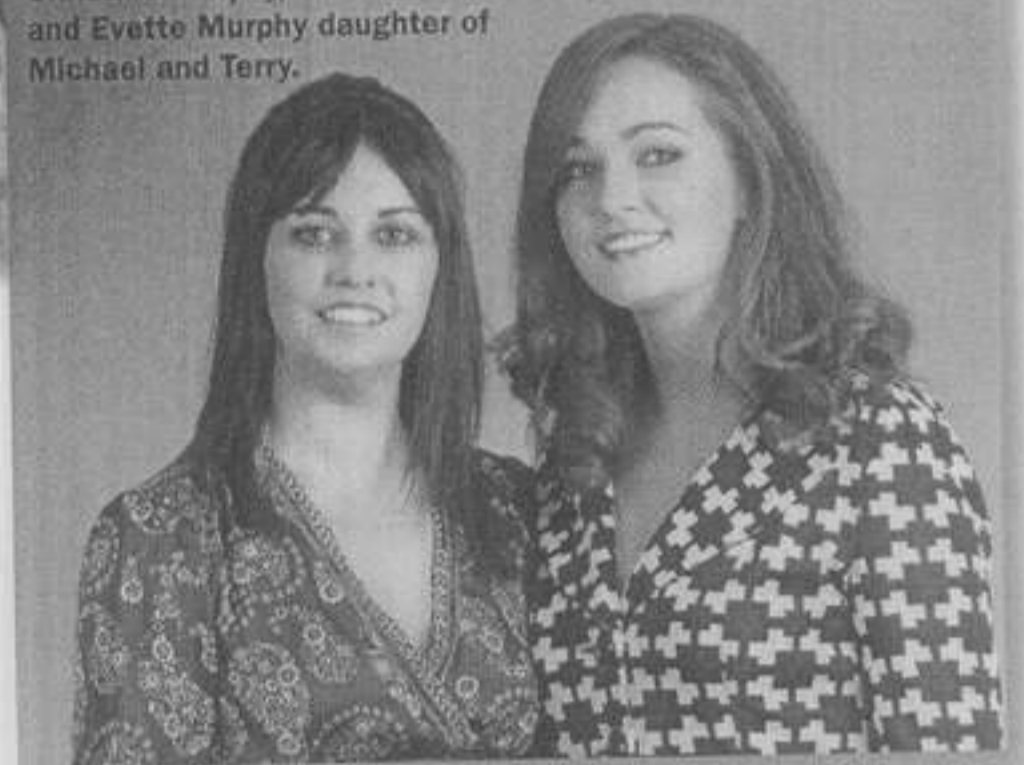


Michael Murphy (Junior) and his wife Terry Murphy



To celebrate their 70 years in business, Eves will be holding a celebratory fashion show on Thursday October 1st. Cella Holman Lee will be providing commentary for the event and Eve's will be offering all customers a 20% discount that weekend to show their thanks and appreciation to the generations of Limerick customers who have come through their doors. After all, some things just get better with age.

Christine Murphy, wife of Brian Murphy and Evette Murphy daughter of Michael and Terry.



Thanks to four family generations Eve's has always been a familiar and well-loved name in Limerick. Winifred Casey of 5 Roches street opened her dress shop on 8 Roches street in October 1939. The shop boasted a vast array of ladies fashions at the time. Sadly, due to Winifred's death in a tragic pony and trap accident, it was the fate of her daughters Eithne and Una to take over the store shortly after its opening.

In 1949, Eithne married Michael Murphy of New Market on Fergus, County Clare and

Christine who have joined the Eve's team carrying on the family fashion tradition. The pair has expanded the stores offering further style to cater for the younger Limerick lady with

the introduction of new brands, making Eves a truly generational store.

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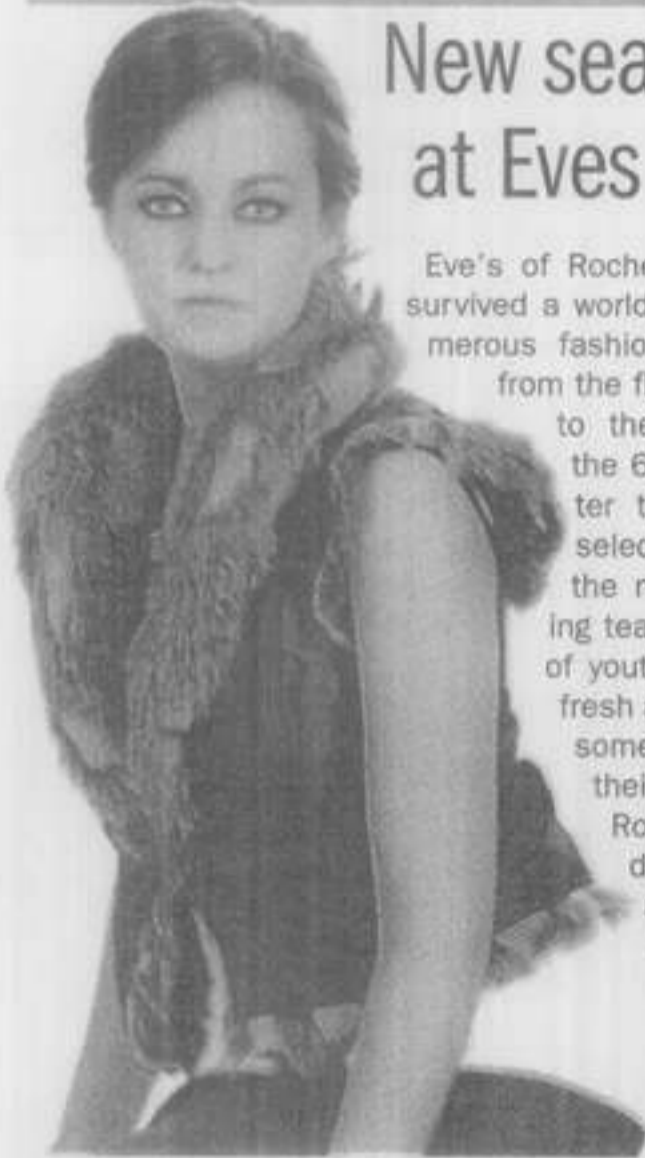
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## New season style at Eves Fashions



Eve's of Roches Street has not only survived a world war but witnessed numerous fashion cycles come and go from the flapper girl of the 1940s to the hippie movement of the 60s and more. Who better then, to advise us on selecting the best looks for the new season? Eves buying team has had an injection of youth and with it comes a fresh approach. Expect to see some new looks appearing in their vast window space in Roches Street like French designers Eliane et Lena, a new brand the store has taken on. This edgy label brings a cozy style to the season and masters the art of layering while inspiring the luxurious femininity of by-



gone days. The Kapalua Knitwear Collection for AW09 merges icy tones with natural earthy palettes in the softest yarns, and fur or velvet trims, or sequins embellishment. Sfizio will take today's working woman from the office to dinner and on to share in festive drinks without ever having to worry about not looking the part. Black, purple and bottle green make up this palette interrupted by raspberry bursts or subtle soft grey hues. Belgian label Marie Méro will ensure you are dressed in the finest of textures with their 2009 Winter Collection. Apple green, red and aqua blues join black, white and grey colour combinations to ensure style can prevail despite the colder climate.

Take advantage of the 20 per cent discount all this weekend as part of Eves' 70th birthday celebrations to guarantee you'll be dressed to impress this season.



*Exclusively Yours*

Celebrating 70 years in business.

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