



PRESS RELEASE – FOR IMMEDIATE DISTRIBUTION

**The McCord Museum, proud partner of Montreal Fashion Week**  
February 7 to 10, 2011

**Montreal, February 7, 2011** – The McCord Museum is proud to announce its partnership with Montreal Fashion Week (MFW), the 20<sup>th</sup> edition of which will be held February 7 to 10, 2011, at Marché Bonsecours (350 St-Paul St.).

During the event, which showcases fashion industry designers, creators and professionals, the McCord Museum is pleased to invite accredited Montreal Fashion Week delegates to visit its exhibitions and take part in its many activities. The initiative will enable invitees not only to admire works by numerous distinguished artists, but also to discover a remarkable museum that houses more than 1,440,000 objects, images and manuscripts—an incomparable testimony to the social history and material culture of Montreal, Quebec and Canada.

In addition, visitors will be fascinated to learn that the McCord Museum Costume and Textiles collection, which consists of some 18,845 artefacts, including items from major Canadian and European designers, is the largest collection of Canadian costumes and the second largest costume collection in the country. The many men's and women's garments and accessories that make up the McCord collection paint a portrait of costume production over the past three centuries; in doing so, they illustrate the role of Montreal as Canada's fashion capital. The McCord Museum would be pleased to organize tours of its costume archives by curator Cynthia Cooper for any journalists who might be interested.

**About the McCord Museum**

The McCord Museum, one of the most important museums in Canada, is dedicated to the preservation, study, diffusion and appreciation of Canadian history. It is home to one of the largest historical collections in North America, comprised of First Nations objects, costumes and textiles, photographs, decorative and visual artworks, and textual archives. The McCord Museum produces exhibitions and develops innovative educational activities and Internet projects in collaboration with local, national and international partners. [www.mccord-museum.qc.ca](http://www.mccord-museum.qc.ca).

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*Opportunities for interviews with Cynthia Cooper, Curator*

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**Source and information:**

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