

# Press release

FOR IMMEDIATE RELEASE

## The 20th edition of Montréal Fashion Week back in high style from from February 7 to 10, 2011

**Montréal, February 7, 2011** – Montréal Fashion Week bursts out of the blocks early this year with its 20th edition from February 7 to 10, a bold move to enhance its profile on national and international markets. This strategic new spot on the fashion calendar aims to position Montréal as an haute couture haven, following on the heels of major European shows and occurring on the eve of New York City's Fashion Week.

The full spectrum of the fashion world—from style-seeking mavens to experienced professionals and international journalists—will converge for this key couture rendezvous at the Marché Bonsecours, which becomes a shrine to style and a showcase for the very latest collections from some of the top designers in the fashion world. The names that have landed Montréal on the fashion map, the likes of which include Denis Gagnon, Marie Saint Pierre, Annie 50, and Yves Jean Lacasse, will be there to represent Montréal as Canada's undisputed fashion capital. More than 60 national and international designers will also be joining them for this major sartorial happening.

"Over the years, Montréal has emerged as a fashion powerhouse, and its reputation is well merited," says the Honourable Charles Lapointe, President and CEO of Tourisme Montréal. "Our talented designers inspire and are inspired by the city's cutting-edge culture and creativity, colour and diversity, and the whole world has taken notice. Montréal's enviable mix of European and North American influences has shaped how we live, right down to our sense of fashion. Tourisme Montréal is incredibly proud to be a partner in this event, which not only highlights these gifted artists from home and around the world, but which also generates important economic spin-offs for our city."

In addition to being a hotspot for international buyers, the Montréal Fashion Week offers fashionistas the chance to sate their cravings for chic in an upbeat ambiance. For many, the highlight of the event is the Fashion Show on February 9 at the Marché Bonsecours, where bold new looks will be unveiled on the catwalk. The event also includes the 7th edition of Le Showroom—a stylish marketplace, open to the public, featuring 60 collections, and bringing together designers and leading national and international buyers. The four days of Montréal Fashion Week will host other shows, conferences, and public cocktail parties that designers have organized.

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Tourisme Montréal is responsible for providing leadership in the concerted efforts of hospitality and promotion in order to position the destination on leisure and business travel markets. It is also responsible for developing Montréal's tourism product in accordance with the ever-changing conditions of the market.