

SEMAINE DE MODE
FASHION WEEK
MONTREAL
EN COLLABORATION AVEC *P&Gbeauté*

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SUCCESS OF MFW 17 REINFORCES LEADING DESIGN POSITION

Montreal, October 18th, 2009 – The curtains may have already closed on another fabulous Montréal Fashion Week, but the powerful impressions made on the unprecedented numbers of national and international audiences continue to resonate around the world. More than ever, MFW has solidified its niche position of leading design with this 17th edition and reinforced the message that it is a fashion extravaganza not to be missed.

Over three days from October 13th through 15th, more than 18,000 fashion-lovers were treated to the highest-quality productions from the most talented designers on both the local and international scenes. Guests flocked to the runway in hopes of grabbing a seat to witness the famous names of fashion putting their finest on display. No detail was overlooked as every designer delivered a world-class show truly worthy of the widespread attention it commanded. Denis Gagnon's show drew so much hype, MFW had to run an encore performance! Over 200 staff, including makeup artists, fashion and hair stylists and volunteers from the fashion school were invaluable in ensuring that the 30 designers on the schedule and 60 Showroom designers all got their well-earned moment in the spotlight at MFW 17.

AN INTERNATIONAL SUCCESS

The magic and magnetism of MFW 17 drew visitors from every corner of the globe, including representatives from Japan's Fashion Bible, Dazed and Confused from the UK, QVestir from Brazil and Elle Mexico, to name a few. MFW organizers even received an invitation from a representative of the City of Berlin, who felt a true affinity between the design styles of our two cities, to collaborate on future fashion projects! Regardless of their home country, all international attendees agreed that there is exciting potential in the unique design talent featured in this season's schedule.

Adding to the scope of the international impact, MFW 17's French and Russian guest designers were overwhelmed by the reception they received from both the media and buyers, hinting that this season's endeavour was but the tip of the iceberg in terms of global interest and participation.

MFW 17 MAKES AN IMPRESSION ON THE MEDIA

The media world was abuzz with talk of MFW 17! No media format was left unaffected by the excitement, resulting in over 500 media impressions in total - not to mention all of the online coverage! MFW's web site, montrealfashionweek.ca received over 162 000 hits in just a week, and an astounding 250 attendees were accredited.

LE SHOWROOM A HIVE OF ACTIVITY!

They were breaking down the doors at MFW's fourth edition of *Le Showroom* as record numbers of the business-minded vied for one-on-one meetings with more than 60 unique fashion designers over three days. All major department stores took advantage of this unique and dynamic buying and selling environment including Holt Renfrew, Ogilvy and Simon's, as well as impressive numbers of buyers from independent boutiques. International buyers booked more than 200 appointments, and in total over 5,000 business connections were forged on-site. Of course, this level of success would not have been possible without the invaluable collaboration of the MDEIE.

SPONSORS GO ABOVE AND BEYOND ONCE AGAIN

Montréal Fashion Week 17, produced by Sensation Mode (www.sensationmode.com), has been made possible, thanks to the collaboration of its major partner, P&G Beauty, as well as Rowenta, the ministère du Développement économique, de l'Innovation et de l'Exportation du Québec (MDEIE — Department of Economic Development, Innovation and Export Trade), the ministère des Affaires municipales, des Régions et de l'Occupation du territoire (MAMROT), Bureau de la mode de Montréal, Tourisme Montréal and the Société de développement commercial du Vieux-Montréal (SDC Vieux-Montréal — Old Montreal Commercial Development Corporation).

Get out your 2010 datebooks and mark off March 1 to 4 – the next edition of Montréal Fashion Week!

About Sensation Mode

Sensation Mode is a design company that produces and presents the biggest Canadian and international fashion events while creating new and exclusive concepts, such as the Montréal Fashion and Design Festival, the Fashion Theatre (in Berlin, Tokyo, New York and London) and the Montréal Fashion Week, which includes the Showroom concept. Through the years, Sensation Mode's innovative events have become a portal for the creativity and talent of fashion designers. With partnerships in major international cities such as Paris, Berlin, Tokyo, Seoul and New York, Sensation Mode is proud to be among the leaders in fashion and design in North America.

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