

SEMAINE DE MODE FASHION WEEK MONTREAL

EN COLLABORATION AVEC 

FOR IMMEDIATE RELEASE

LE SHOWROOM: UNIQUE CONCEPT MEANS BIG BUSINESS AT MFW 17

Montreal, October 6, 2009 - *Le Showroom* has quickly developed into an indispensable feature of Montreal Fashion Week and the biggest and best one yet is getting set to break open the doors at MFW 17.

Le Showroom's critically-acclaimed concept creates an essential and direct link between designers and international buyers who seek to satisfy important market niches with unique, creative collections. For this 4th edition, 50 designers will showcase their collections over three full days in a dynamic environment developed exclusively to encourage one-on-one relationships and direct selling.

Fashion Week by nature is a fast-moving phenomenon filled with nonstop action; *Le Showroom* gives industry representatives the opportunity to get up close and personal with designers whose collections they may have not had a chance to interact with, as well as to examine previously-viewed collections in closer detail and of course, place orders. Custom-made software on the premises permits buyers to easily book appointments with designers and purchase online. Almost one hundred companies will benefit from the personalized program, booking close to five hundred appointments. It's estimated that in total, more than 5,000 business connections will be forged on-site at this season's edition of *Le Showroom* from October 13th to 15th.

International flavour abounds at MFW 17's *Le Showroom* as designers from France and Russia join our own exceptional line-up of Canadian talent. The following labels will be presenting their collections on-site from October 13th through 15th:

Adishatz	Dimitri Chris	Micalla
Alix de moussac	Dinh bà design	MIRhandbags
Anastasia Lomonova	Envers par Yves Jean Lacasse	Mission fitness
Andy Thé-Anh	Ethos Paris	Muse par Christian Chenail
Annie 50	Eun jung choi	Mycy Anna
Anomal Couture	Ève Gravel	OÛM
Atelier b	FINN cultured + cured	Ophélie Hats
Barilà	Gris gris factory	Rachel.f.
Beatrice Puysegur	Groggy	Ressac
Ben et diction	Guido & Mary	Roussel
Bodybag by J.U.D.E	Harricana	Ruelle
Ça va de soi	Helmer	Second yoga jeans
Claude Bouchard	Honor by Revlove	Stacey Zhang
Cluc couture	Jak-s	Tatyana Parfionova
Corner	Judesign	Tavan & Mitto
Covet	Kollontai	Touch of me
Dalaga	Lucky 7	Uranium
David Kurtis Sarl	Le secret de la roche	Valérie Dumaine
De Shalla	Marie Saint Pierre	Véronique Miljkovitch
Design Will be	Mélissa Nepton	Zoe La Fée
Designers Remix collection	Message factory inc	

Sensation Mode, organizer of MFW and creator of *Le Showroom* concept, is proud to present this unique opportunity in collaboration with the Ministère du Développement Économique, de l'Innovation et de l'Exportation du Québec (MDEIE — Department of Economic Development, Innovation and Export Trade), encouraging the participation of a growing number of agents and representatives of Montréal's major chains. This allows Le Showroom to fulfill MFW's primary mission of placing designers in direct contact with buyers from around the world.

Once unique to Montréal Fashion Week - one of the first in the world to implement this type of program - the successful concept of *Le Showroom* has since been adopted by Fashion Week organizers in other cities.

Made possible by :

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 et des Régions du Québec* (MAMR — Department of Municipal Affairs and Regions), *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).

Established in 2001, Montréal Fashion Week is an initiative recognized and approved by Liaison Mode Montréal (LMM), a group of associations dedicated since 1998 to the promotion of the Montreal fashion and apparel industry on the national and international scene, as well as to the positioning of Montréal as a major North American production and creative centre.

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 Montreal 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.

NOTE TO MEDIA:

The complete schedule of events for MFW 17 is accessible through the Montréal Fashion Week web site (www.montreal-fashionweek.ca)

-30-

Source: Sensation Mode
www.semainedemontreal.ca
www.montreal-fashionweek.ca

For information: Sophie Des Marais
514 234.4736
sophie.dm@sympatico.ca

Josiane Bétit
514 831.0276
jbetit@videotron.ca