

SEMAINE DE MODE FASHION WEEK MONTRÉAL

EN COLLABORATION AVEC *P&Gbeauté*

FOR IMMEDIATE RELEASE

THIS IS NOT A TRADE SHOW: **LE SHOWROOM RETURNS FOR TWO DAYS AT MFW 18**

Montréal, February 26, 2010 - It's next to impossible to think about Montréal Fashion Week without also thinking of *Le Showroom*, the ultimate showcase for the best in leading design, back for a fifth edition at MFW 18 from March 2nd and 3rd !

The critically-acclaimed business concept of *Le Showroom* promises to be more beneficial this season than ever. More than fifty leading national and international designers will personally introduce buyers from around the world to their innovative yet approachable designs in a new, more concentrated two-day format and in a newly expanded space downstairs at Marché Bonsecours, where the buyers are already on-site for the shows. Watch for the participation of well-known brands such as Joseph Ribkoff and many others at this fifth edition! The presence of so much unique talent at *Le Showroom* highlights Montréal's position as Canada's capital of creativity and as a major force on the international fashion scene.

LE SHOWROOM INTRODUCES NEW AND IMPROVED LAYOUT

This season *Le Showroom* will highlight the best in leading design divided into six distinct units: *Novateur* (up-and-coming names); *Authentique* (quality brands); *Urbain* (young, trend-setting fashions); *Street* (leading street wear and denim brands); *Pure* (timeless designs with focus on quality fabric and product); and *Accessoires*. This more clearly defined format will assist buyers in locating specific brands they may be looking for, as well as allow them to discover all that's new and exciting in the world of niche design.

As the scope and success of Montréal Fashion Week continues to grow exponentially, the opportunities represented by *Le Showroom* are becoming increasingly valuable for both designers and buyers. The unique surroundings of *Le Showroom* encourage a more intimate interaction between the two groups, giving buyers the opportunity to explore the designers' collections in greater detail, discover the work of designers they may not have had the opportunity to view previously and ultimately to place orders. Attendees will now be accompanied through *Le Showroom* by designated guides who will help facilitate their visit. Accreditations are increasing rapidly with each edition and a larger number of local buyers are showing interest in *Le Showroom*, with representatives from the four corners of the province making a point of attending this season. Customized software on location permits buyers to book appointments with designers and purchase online. All in all, throughout the two days of *Le Showroom* more than 400 appointments will be scheduled.

LE SHOWROOM - designers :

Urbain : young, trend-setting fashions

Anastasia Lomonova
Annie 50
Ben et diction
Betina Lou
Coccolily
Dinh bà design
Ève Gravel
J.U.D.E. et Bodybag by JUDE
Jennifer Glasgow
Judy design
Juma
Maison & Beatrice Holloway
Morena Crapis
Norwegian Wood
Serum

Novateur : up-and-coming names

Helmer
Marie Saint Pierre
Nadya Toto
Ralph Leroy
Travis Taddeo

Authentique : quality brands

Barilà
Design Will be
Collection Iris
Joseph Ribkoff
Lundström

Mélissa Nepton
Sin cira
Stacey Zhang
Véronique Miljkovitch

Pure (timeless designs with focus on quality fabric and product)

Blank
Ça va de soi
Fullum & Holt
Harricana

Accessoires

Bruxe design
Charlotte Hosten
Gris gris factory
Micalla
Ophelie Hats
Rachel F.

Street : Leading street wear and denim brands

Atelier B
Evenagamba
Finn Brand
Guido & Mary/Domino
Identity Apparel
Lucky 7
Message factory
Naked and Famous
Roussel
Schwiing
Second Clothing

A COLLABORATIVE EFFORT

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SENSATION MODE: CELEBRATING TEN YEARS OF FASHION AND DESIGN PROMOTION

The year 2010 marks the prestigious 10th anniversary of Sensation Mode! Back in 2000, Sensation Mode began as a small company with a big idea – to promote fashion and design to the world. An explosive and energy-charged decade later, Sensation Mode now 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 Montréal Fashion Week, which includes Le Showroom concept. Throughout the last ten years Sensation Mode's innovative events have become an increasingly visible portal for the creativity and talent of fashion designers. With partnerships in major international cities such as Paris, Berlin, Milan and Tokyo, Sensation Mode is proud of its prestigious position among the leaders in fashion and design in North America.

NOTE TO MEDIA:

The complete schedule of events for MFW 18 is accessible through the Montréal Fashion Week web site (www.montreal-fashionweek.ca)

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www.semainedemontreal.ca
www.montreal-fashionweek.ca

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