

Japan
Fashion
Week
in Tokyo

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MONTREAL
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Montréal Fashion Week and *Japan Fashion Week* join forces to foster the growth of their designers

Montréal, Monday, March 1st, 2010 – Sensation Mode, the company behind a great many major international events such as the prestigious Montréal Fashion Week, pursues its efforts to promote the outreach of fashion designers worldwide. Celebrating a decade of activities this year, Sensation Mode remains true to its original mission by developing a host of innovative, exportable concepts such as the *Fashion Theatre* (in Berlin, Tokyo, New York and London), and the Montréal Fashion and Design Festival, allowing local designers to enjoy an enviable level of visibility abroad.

In recent years, Sensation Mode has established strong ties with Tokyo through close collaborations with Japanese trendsetters. "From our earliest discussions, the effervescence of Japanese fashion design was obvious, as were our convergent creative values. Japanese designers are an inspiration to us, because of the quality of their designs as well as the choice of materials used in their collections," explains Jean-François Daviau, co-president of Sensation Mode.

From their initial collaboration in 2007, when Sensation Mode presented the *Montreal Fashion Theater* concept, unique ties were forged between the Montreal and Tokyo industries. Since that historic encounter, the two countries have visited each other regularly, collaborating on the pursuit of a common goal: contributing to the growth of their designers. Today, Sensation Mode is proud to foster the growth of designers here at home by developing its friendship with *Japan Fashion Week*. It goes without saying that Japanese designers will be welcomed with as much courtesy, interest and curiosity at an upcoming Montréal Fashion Week.

"We are delighted to participate in this 18th edition of Montréal Fashion Week and welcome this opportunity to announce that new talks on a future partnership between the two events were recently initiated. It is our hope that the friendship that binds our two countries will contribute to the development of the fashion industry as a whole," stated Kenji Yamazaki, Senior Director of *Japan Fashion Week*.

"We believe that our convergent efforts will favour the recognition of our respective talents as well as expansion into new markets. We are currently witnessing a redefinition of the fashion industry with its unprecedented thirst for new talent, and it is our duty to bring this talent to the attention of the world. Our relationship with *Japan Fashion Week* is consistent with our commitment to fostering the emergence of designers," added Jean-François Daviau.

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 and Tokyo, Sensation Mode is proud of its prestigious position among the leaders in fashion and design in North America.

Sources:

Sensation Mode
www.semainemodemontreal.ca
www.montreal-fashionweek.ca

Japan Fashion Week
www.jfw.jp

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