

SEMAINE DE MODE FASHION WEEK MONTRÉAL

EN COLLABORATION AVEC *P&Gbeauté*

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MONTRÉAL FASHION WEEK 18 A SMASHING SUCCESS: CONTINUES TO RAISE THE BAR ON LEADING DESIGN

Montreal, March 15, 2010 – A captivated and enthusiastic audience celebrated right alongside MFW's organizers as the most impressive designer event line-up to date blazed down the runway during this 18th edition, March 1 to 4, 2010. Throughout four days Canada's fashion capital overflowed with a non-stop display of leading design that more than satisfied the fashion industry's appetite for creativity and innovation. MFW has truly become THE rendezvous of fashion!

In total an incredible 22,000 attendees packed the Marche Bonsecours in Old Montréal to watch the best in Canadian fashion design with 25 runway collections, 50 collections in *Le Showroom* and 20 collections presented on the Chabanel garment district. The calibre and scope of the events easily make this edition of MFW the most successful one yet – well above and beyond everyone's expectations!

MFW PLANTS A FLAG IN THE DESIGN LANDSCAPE

Montréal represents one of the most important fashion markets in North America, third only to New York and LA. The continued growth and success of Montréal Fashion Week strongly supports this prestigious position and the *savoir-faire* of the event's organizers, as well as the cooperation of the designers and crucial partner sponsors, gives MFW a competitive creative and business advantage in a dynamic international domain.

Le Showroom once again proved invaluable in forging and solidifying crucial relationships between designers and buyers from around the world. The new format, with its six distinct units and designated guides to help attendees get the most out of their time, proved to be a tremendous formula for success that will be carried forward in future editions of MFW. MFW thanks the MDEIE for their continued support and collaboration in making *Le Showroom* possible.

Over 200 invaluable staff, including makeup artists, clothing and hair stylists, as well as the incredible volunteers from the fashion school were all essential in ensuring that the 25 designers on the schedule and 50 Showroom designers were all well-featured at MFW 18.

"As a result of the immense popularity of the event this year we welcomed a massive volume of attendees, which caused delays in some of the fashion shows. We've already begun making provisions for the next edition of Montreal Fashion week. In a certain way, we're a victim of our own success," reports Mr. Daviau, co-president of Sensation Mode, the organizing body of Montreal Fashion Week.

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MFW 18 SPARKS A MEDIA FRENZY!

It seems the media can't get enough of MFW, and this 18th edition was certainly no exception! The freshness and innovation that inspired media representatives resulted in over 220. media impressions in total – including 94 print stories, 25 radio mentions and 31 television spots, and tons of online coverage!

MFW's web site, MontrealFashionWeek.ca <<http://MontrealFashionWeek.ca>> received over 5000 hits in one week, visitors from Canada, France, USA, Germany, and more than 300 attendees were accredited.

MAKING A GLOBAL IMPRESSION

The magic and magnetism of MFW 18 drew visitors from every corner of the globe, including a reporter for the Condé Nast group, the very chic magazine FRENCH and the Fashion Windows notable web site. Adding to the scope of the international impact, during this 18th edition Montréal Fashion Week announced a prestigious partnership with Japan Fashion Week! In recent years, Sensation Mode has established strong ties with Tokyo through intense 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 Mr. Daviau. This exciting collaboration once again reinforces the global importance and impact of Montréal Fashion Week.

MAKING IT HAPPEN

Montréal Fashion Week 18, produced by Sensation Mode (www.sensationmode.com), is made possible through the invaluable support of its major partner, P&G Beauty, as well as Rowenta, Rowenta Beauty, 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*, *SDC Vieux-Montréal* and *Foreign Affairs and International Trade Canada*.

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 Montréal 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.

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.

www.montreal-fashionweek.ca

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