

SEMAINE DE MODE FASHION WEEK MONTRÉAL

EN COLLABORATION AVEC **P&Gbeauté**

FOR IMMEDIATE RELEASE

MONTRÉAL FASHION WEEK TAKES THE DESIGN WORLD BY STORM

Montreal, February 10, 2010 – The chilling winter weather might almost be behind us but a flurry of fashion activity is creating an international storm of excitement! Some of the most influential leading designers are ready to demonstrate their expertise for fall-winter 2011 at MFW 18, taking place March 1st to 4th to the Bonsecours Market in Old Montréal.

In collaboration with P&G Beauty, this 18th edition of Montréal Fashion Week promises to deliver one of the strongest showings of our indigenous talent yet with a jam-packed roster that includes the *crème de la crème* of our leading design experts, as well as a sensational dose of international flair.

The first Canadian Fashion Week on the 2010 calendar will present the world's anxiously awaiting industry, media and consumers with four days of non-stop fashion discoveries, while a bigger and better *Le Showroom* returns for two days, with more than fifty national and international designers participating.

The 18th edition launches in spectacular style with highly anticipated shows by Denis Gagnon, Marie Saint Pierre, MUSE par Christian Chenail, Philippe Dubuc, Helmer, Philip Sparks and ENVERS par Yves Jean Lacasse. From there the excitement continues: Bodybag by J.U.D.E., Myco Anna, Dinh Bà Design, Harricana par Mariouche & Chlorophylle, Ève Gravel and Soia & Kyo. MFW 18 is also dedicated to showing off new national talent: Make sure to get a seat for the shows by Barilà, Dimitri Chris and Ralph Leroy. And of course, don't miss the collections from up-and-comers Katrin Leblond and Mélissa Nepton (La Collection) Coccolly and Annie 50. Micalla makes sure that we see all the latest trends in accessories, and don't forget to catch the inspiring TÉLIO national competition!

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

It's now next to impossible to think about Montréal Fashion Week without also thinking of *Le Showroom!* The critically-acclaimed business concept is back as an integral part of MFW for a fifth edition, which promises to be more productive than ever. Made possible once again by the *ministère du Développement économique, de l'Innovation et de l'Exportation du Québec* (MDEIE — Department of Economic Development, Innovation and Export Trade), *Le Showroom* will feature fifty leading national and international designers introducing buyers from around the world to their innovative yet approachable designs over two days, in a newly expanded space. This season *Le Showroom* will highlight the best in fashion design under 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*. *Le Showroom* provides the ultimate environment for essential business exchanges as it encourages important one-on-one interaction between designers and buyers.

MFW AND CIMM PARTNER TO PRESENT THE *MIDI FASHION* EVENT ON CHABANEL

MFW 18 is pleased to announce the return of the *Midi Fashion* for a second edition. *Midi Fashion* is hosted by Canada's Fashion Mart (CIMM: *Centre international de mode de Montréal*). Located in the heart of the Fashion District, The CIMM houses the largest concentration of fashion resources in Canada. This unique collaboration between Montréal Fashion Week and CIMM aims to highlight the leading design brands of the Chabanel district. Fashion Week is pleased to invite attendees to visit the bustling Fashion Mart at 555 Chabanel, which opens its doors to the world's fashion-savvy from March 2nd & 3rd, where they can seek out and snap up the season's most innovative fashion trends. Mark your agendas for the following events:

Tuesday, March 2nd, 11:30 AM: **Pure & Authentique Collections:** Nobel Furs - Alison Sheri - Tricotto - Scapa by Lauren Perre - CYC - COCO Y CLUB - Frank Lyman Design - Samuel Dong - Zen B. by Zenobia Bawa and Lundström collection

Wednesday, March 3rd, 11:30 AM: **Pure & Street & Urbain Collections:** Vex Collection - RABE - 172 Grams - Line Knitwear - Brave Beltworks - Yumi - bobo - Bhip by Zibi et Ginger de Rino Rossi

TÉLIO NATIONAL DESIGN COMPETITION 2010

North America's leading textile import/export and distribution company, Montréal-based TÉLIO, welcomed a panel of six judges to their head offices in November 2009 to determine the 25 student-finalists of the TELIO Design Competition 2010. The finalists, selected from 129 Canada-wide entries, will have the unique opportunity to show off their creations to the public during MFW 18 as they compete for one of five grand prizes of a \$10,000 scholarship! Good luck to all!

MFW 18 DESIGNER SELECTION COMMITTEE ANNOUNCES NEW PARTICIPANTS

The Designer Selection Committee was implemented by Sensation Mode to respond to the needs of the fashion industry and promote the success of its designers. The committee convened once again on January 12, 2010 at l'Hôtel Place d'Armes to select the participants for MFW 18 and *Le Showroom*. The discerning group consisted of a panel of influential fashion professionals with a solid grasp of the various issues surrounding the industry and its impact on cultural and industrial factors who determined, based on leading design criteria, which brands would introduce their collections during MFW 18.

The committee featured Nathalie Atkinson, Journalist for National Post; Michele Coulombe, Director of Publication for Clin d'Oeil and Star Inc.; Caroline Chouinard, buyer for TNT; Diane Charbonneau, Curator of Contemporary Decorative Arts at the Montreal Museum of Fine Arts, Musée des Beaux-Arts de Montréal; the new members Amélie Thellen et Mélanie Robillard, founders and buyers for boutique Unicorn and André Télió, Director, fashion fabrics for TELIO.

The following seven up-and-coming designers were hand-selected to present their innovations at MFW 18 either via fashion show, press cocktail, off-site event or in *Le Showroom*: Cocolily - Collection Serum - Marilyne Baril - Morena Crapis - Mustyles - Norwegian Wood - Sin Circa. Congratulations to all!

HAÏTI : SPECIAL FUNDRAISER EVENTS

Catch a spectacular show and lend a helping hand at the same time! Tickets for the Helmer show (Monday, March 1st, 9 pm) are being sold through admission.com with proceeds from the ticket sales going to support Handicap International, a non-profit humanitarian organization. Barilà will also be raising funds for Haïti at the party at Velvet - Auberge le Saint-Gabriel (Wednesday, March 3rd, 10 pm). All profits go to MAÂT a non-profit organisation. There's never been a better excuse to party!

DENIS GAGNON: OPEN TO THE PUBLIC!

Tickets for an open-to-the-public, must-see fashion show by Montréal's own beloved design guru Denis Gagnon will be offered through Admission during MFW 18 at a cost of \$25.00 plus taxes. Tickets can be purchased online at www.admission.com.

MFW LAST-MINUTE TICKETS

Exclusive, limited last-minute tickets will once again be available for same-day fashion shows. *La Vitrine Culturelle* gives the general public a fantastic opportunity to snag a seat at some of MFW's must-see events! Tickets can be purchased online at www.vitrineculturelle.com

CONFERENCES

Tuesday, March 2nd, 12:30 PM **Start your own Fashion Company in Quebec: When innovation meets inspiration from the past.** Presented by Martin Delisle, President/co-founder of the Quebec clothing company BLANK.

Overview of BLANK, the company, and the challenges new entrepreneurs face in the Fashion industry in Quebec. Overcoming the challenge of working against the current and understanding the importance of local production in a globalized economy. How to find inspiration in the past in order to innovate. This is an interactive discussion where questions and comments are welcome.

Tuesday, March 2nd at 2:30 PM **Seasonal Outlook: Spring 2011**

The Doneger Group's Courtney Kramer presents emerging trends for Spring 2011. The overview will encompass fashion themes and shifts in consumer behavior and lifestyle from fashion and retail to technology, entertainment, media and the arts.

WHERE'S THE PARTY?

What would Montréal Fashion Week be without all of the city's best parties? Don't miss the official closing of MFW 18 with Denis Gagnon, presented by Koko Restaurant & Bar in the Hotel Opus Montréal. Stay tuned for more news on all the other hotspots to show up at!

MFW & SOCIAL RESPONSIBILITY

In ongoing support of the *Charte québécoise pour une image corporelle saine et diversifiée*, launched in 2009 by the Minister of Culture, Communications and Status of Women, Fashion Week continues its campaign in 2010 to encourage the use of appropriately aged, healthy models in its fashion shows. MFW supports the projection of realistic images of women in an effort to promote self-esteem and sound body image to the public.

P&G BEAUTY: PROUD PARTNER FOR A 10TH SEASON

P&G Beauty is proud to be the exclusive beauty sponsor of Montréal Fashion Week for the tenth season as part of its ongoing successful partnership with Sensation Mode. We are delighted to support Canada's fashion and beauty industry as the principal collaborator of Montréal Fashion Week. Stefani Valkonen, External Relations Director, Canada - Procter & Gamble

MDEIE SUPPORT

The financial assistance granted by the MDEIE — (Department of Economic Development, Innovation and Export Trade) come from the Program to support partnerships and industrial clusters. The objective is to mobilize and channel the actions of partners for projects or activities within the complement and extension of the Department's mission and its intervention priorities.

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.

NOTE TO MEDIA:

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

Members of the press wishing to attend this edition of MFW are invited to complete the accreditation form available on the following website: www.montreal-fashionweek.ca (press registration section), and return it before February 22, 2010.

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