

SEMAINE DE MODE FASHION WEEK MONTRÉAL

EN COLLABORATION AVEC *P&G* beauté & soins

**Press release
FOR IMMEDIATE RELEASE**

LEADING DESIGN HEATS UP THE RUNWAY AT MFW19

Montreal, July 23, 2010 - What better way to embrace the heat of a Montréal summer than with sizzling thoughts of the hot couture of the next Montréal Fashion Week! The 19th edition of MFW – headlining at the Bonsecours Market from September 27th to 30th, 2010 - might be a few months away yet, but it's already taking top billing as the cool season's most influential fashion event in Canada.

In collaboration with P&G Beauty & Grooming, the country's fashion capital is once again getting ready to play host to four days and nights of the hottest in Canadian and international design. MFW 19 highlights its unique status with a deluge of fashion shows and not-to-be-missed events that continue to reflect the event's true identity: an icon of leading design.

LE SHOWROOM OPENS TO THE PUBLIC FOR THE FIRST TIME!

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 has now become an institution unto itself and an indispensable element of the Montréal Fashion Week experience. This sixth edition will see 60 leading national and international designers set up shop, welcoming buyers and industry from around the world on September 28 and 29 to interact with them and with their collections, establishing and reinforcing important business relationships in a creative yet professional environment. And now, for the first time ever, the general public is invited to soak up the atmosphere that Le Showroom previously reserved for industry only! On September 30th Le Showroom will open its doors to fashion lovers from all walks of life to experience.

MFW 19 DESIGNER SELECTION COMMITTEE

In an ongoing effort to respond to the needs of the fashion industry and promote the success of its designers, Sensation Mode created The Designer Selection Committee. The committee came together to face the challenge of narrowing down the selected participants for MFW 19 and Le Showroom. This season the committee welcomes Nathalie Atkinson, Journalist National Post; Stéphane Aquin, Curator of Contemporary Arts at the Montréal Museum of Fine Arts and Mélanie Robillard, co-founder of boutique Unicorn. Watch for the list of the lucky participants which will soon be announced!

P&G beauté & soins

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MONTRÉAL FASHION WEEK

Rowenta Rowenta 

MAKING IT HAPPEN

Montréal Fashion Week 19, produced by Sensation Mode (www.sensationmode.com), is made possible through the invaluable support of its major partner, P&G Beauty & Grooming, 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 and SDC Vieux Montréal.

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.

GROUPE 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.

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Source :

Sensation Mode

www.semainedemontreal.ca

www.montreal-fashionweek.ca

For informations :

Sophie Des Marais

514-234-4736

sophie.dm@sympatico.ca

Josiane Bétit

514-831-0276

jbetit@videotron.ca