

SEMAINE DE MODE DE MONTRÉAL FASHION WEEK

19^e édition
27-30 SEPT. 2010

+ LE SHOWROOM

EN COLLABORATION AVEC **P&G** beauté & soins

FOR IMMEDIATE RELEASE

MONTRÉAL FASHION WEEK UNLEASHES MFW 19

Packed Schedule of New & Returning Designers Creates International Buzz

Montréal, September 14, 2010 –A symbol of fashion creativity in Canada, Montréal Fashion Week (MFW) unites every sector of the fashion industry. In collaboration with P&G Beauty & Grooming, MFW is back for a 19th edition and will be overtaking the Marché Bonsecours from September 27th to 30th. The world-class calibre of the event is generating more buzz and attracting more international interest than ever. With its impressive roster of new and returning design talent set to present their collections for Spring/Summer '11, MFW 19 can expect visitors from around the globe.

“The growth of MFW is more apparent this year than ever, given the vast array of events taking place around the city,” states Chantal Durivage, co-president of Groupe Sensation Mode, the event’s producer. “With *le Showroom*, the *Midis Fashion* lunchtime events, the ever-popular runway shows and a long list of special events, this 19th edition is not to be missed. A Montréal ‘must’, Fashion Week supports the expansion of our fashion industry and raises its profile amongst fashion influencers worldwide.”

Over-the-Top Concepts; Fashion Week as it’s never been seen before!

MFW 19 rolls out the red carpet for some of the country’s best-known designers including Marie Saint Pierre, David Dixon, Muse par Christian Chenail, Envers par Yves Jean Lacasse, Helmer, Ezra Constantine and Fashion Television pay tribute to Denis Gagnon for his 10th anniversary. In true leading-design style, these established designers will be taking MFW19 over the top and out of the box with refreshing new angles both on their collections and the ways in which they present them.

MFW is pleased to welcome fashion’s leading designers from Paris and major design names from Toronto including David Dixon, LOVAS, Paria Lambina and Ezra Constantine expand the borders of the MFW19 schedule. All of this talent from abroad keeps company with many of MFW’s returning favourites like Soia & Kyo, Ève Gravel, Barilà, Dimitri Chris, Coccolily by Naana Tennachie, Ralph Leroy, Annie 50 and Cluc Couture - and let’s not forget the world of accessories with Micalla and Caroline Néron. For the first time on the runway: Collection Iris and Sérum by Marta. Watch also for runway celebrations for Valerie Dumaine (15th collection) and Second Clothing (10 years).

Some exciting newcomers were chosen by the Designer Selection Committee to partake in MFW 19: Ek San Creations – Auslini - Covet - Creations Make it Shine – Chromozone - GoldenFish Swimwear.

Also new this season, don’t miss the conference and collective fashion show presented by Modethik, the promoter of Paris ethical fashion show in Québec. Make sure to stop by and check out the opening of Martin Delisle’s new boutique, Identi-T, featuring some of Québec’s trendiest young designers like Naked & Famous, Domino Jeans, Lost & Found, Rachel F, Christine B and several local labels.

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“All of Montréal will move to the beat of Fashion Week, which stimulates the local economy by generating significant spinoffs in Old Montréal. From east to west by way of Chabanel and downtown there’s no way you can miss MFW, which has now come to symbolize Canadian creativity and inspire many up-and-coming designers. This is an opportunity for buyers, media representatives, bloggers, fashion photographers, stylists and celebrities to come together. Once again this year, the four-day event is expected to draw more than 20,000 attendees!” notes Jean-François Daviau.

When You Speak of MFW, You Speak of Le Showroom!

Le Showroom has now become an institution unto itself and an indispensable element of the Montréal Fashion Week experience. This sixth edition will see 50 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. Make sure to catch the designers visiting from France, appearing at MFW19 thanks to the valuable partnership between UBIFRANCE and Groupe Sensation Mode, the Canadian agent of the Who’s Next Paris show and Première Classe.

Le Showroom is made possible through 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.

Conferences

MFW 19 plays host to a series of informative and engaging conferences this season. Be sure to make room for them in your schedule!

Tuesday, September 28, 1:30 PM: Presented by Germany’s **Mr. Oberstein**

Distribution channels in Germany: How to successfully enter the German fashion market.

Wednesday, September 29, 1:30 PM: Presented by world trend analysts **Stylesight Agency**

Fall/Winter 2011: Twelve Megatrends

Thursday September 30, 1:30 PM: Presented by Montréal fashion designer **Ying Gao**

Exercises in Style

Seating at the conferences is limited. Please RSVP at smm-buyers@sensaitonmode.com

General Public is Invited to Immerse Themselves in Fashion Week for the First Time

Montréal Fashion Week is pleased to invite the general public to attend many of the most exciting events of the season, including **Le Showroom** which will open its doors to all fashion lovers on September 30th only, offering shopaholics the chance to load their closets with treasures from the designers’ fall-winter 2010 collections. Admission is \$10 at the door.

The electrifying closing show on September 30th, MFW19- Look Book by YSO, in collaboration with ELLE Québec will feature highlights from each of MFW 19’s designer collections: MFW introduces the public to a real-life “look book” of the upcoming season! Tickets for the closing show are \$25 each and can be purchased through www.admission.com. Proceeds go to *la Fondation de la Mode de Montréal* to support and promote Quebec designers.

A Huge Canadian First: MFW Live on Your Screen!

Those who cannot attend in person are invited to tune in to watch selected MFW shows live every night on Ustream! Designer Christian Chenail of the Muse label will officially launch this exciting new platform on Monday, September 27th at 7:30 pm. The public can also watch free live streams of the following fashion shows: Second (Tuesday), Soia & Kyo (Wednesday) and Barilà (Thursday) on <http://www.ustream.tv/channel/smm19>.

MFW is also in downtown Mtl

By its partnership with the Montreal Eaton Centre, we are thrilled to bring Fashion Week in downtown Montréal for a first time with an authentic concept bringing a taste of Fashion Week to fashionistas.

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.lavitrine.com

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

MFW 19 is pleased to announce the return of the *Midi Fashion* for a third edition. *Midi Fashion* is hosted by Canada's Fashion Mart (CIMM: *Centre international de mode de Montréal*). Located in the heart of the Garment 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 on September 28 and 29, where they can seek out and snap up the season's most innovative fashion trends.

Mark your agendas with the following *Midi Fashion* events:

Tuesday, September 28, 11:30AM: Samuel Dong, Frank Lyman, Simon Chang, Zen B., Ronen Chen, A.Sheri, Tricotto, Entrata et Scapa

Wednesday, September 29, 11:30 AM : Ginger de Rino Rossi, M.I.K.O., Simon Chang, Brave / Line / Geox, VEX, Frilli-CYC, Mac & Jac | Kensie et Begain

P&G BEAUTY & GROOMING: PROUD PARTNER FOR 11TH SEASON

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

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.

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 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 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 19 is available on 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 September 20th, 2010.

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Source :

Sensation Mode

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