
FASHION WEEK N° 20

MONTRÉAL IN COLLABORATION WITH **P&G** beauty & grooming

FOR IMMEDIATE RELEASE

LEADING DESIGN FORGES AHEAD AS MONTRÉAL FASHION WEEK CELEBRATES SENSATIONAL 20TH EDITION

Montréal, January 21, 2011 – There’s no better way to celebrate a new year than by ringing in the 20th edition of Montréal Fashion Week– the first North American Fashion Week on the 2011 calendar!

From the runway to the entrance doors, the elegant venue of Montréal Fashion Week will soon be echoing with the strength of the special 20th anniversary-edition program which unfolds February 7 to 10, 2011, including the unique and dynamic concept of Le Showroom. The date change has been well received by industry professionals and media alike, as all look forward to their first glimpse of how Canada’s leading design masters have interpreted the key looks for the fall-winter 2011-2012 season.

Groupe Sensation Mode is proud to be celebrating its anniversary as the producer of Montréal Fashion Week and innovator of its new and dynamic vision since taking over the reins of the event five years ago. “We are extremely pleased with the industry’s response to the direction of programming and with the increasing success of the Fashion Week events throughout the last five years,” said Chantal Durivage, Co-President of Groupe Sensation Mode. “We’re proud today to be achieving the mission and vision that we had five years ago when we first took over this event,” states Jean-François Daviau, Co-President of Groupe Sensation Mode. Durivage also stated, “Thanks to the response of the buyers, media, designers and all of the industry who increasingly support our vision, we’re happy to celebrate this 20th edition more than ever, along with everyone who has been a part of this undertaking.”

An Important Note of Thanks

“Along with the invaluable backing of many industry professionals and more than 200 volunteers and partners,” state Durivage and Daviau, “it is the designers who truly make it happen - with a range of collections that engage and inspire us all through the entire week and throughout the year.”

P&G Beauty & Grooming: Proud Partner for a 12th Season

P&G Beauty & Grooming is proud to be the exclusive beauty sponsor of Montréal Fashion Week for the twelfth consecutive season. “As the major sponsor, we are delighted to support Canada’s fashion and beauty industry as part of our successful ongoing partnership with Groupe Sensation Mode,” states Stefani Valkonen, External Relations Director, Procter & Gamble Canada.

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THE SUPREME 20th EDITION SCHEDULE
MFW 20 Packs Punch with Supreme Schedule!

For four days and nights, industry professionals and media will be juggling their schedules to fit in highly anticipated shows from the likes of:

Marie Saint Pierre

Denis Gagnon (by invitation)

Nadya Toto

Envers par Yves Jean Lacasse

Barilà presented by hop&go

Bodybag by Jude

Cluc Couture.

Soïa & Kyo

Mélissa Nepton

Dinh Bà Design

Annie 50

Samuel Dong presented by CIMM

RUD (by Rudsak)

After touring the globe, the spectacular presentation *Une Mise en Abyeme by POST-VERNISSAGE*, presented by TRUSST, (by invitation) will unfold at MFW. This experimental clothing exhibit of designers **Post-Vernissage (Ying Gao and Karl Latraverse)**, is proudly produced by TRUSST, a newly established Montréal based creative studio.

Then there's the excitement of MFW's showcase for progressive up-and-coming designers **Thomas. / Christian L'enfant Roi/ Samuel Mercure**, inaugurated by TRUSST.

And for the first time on the MFW runway: **Micalla, !Nu.i and Anomal Couture.**

MFW is also proud to welcome the national contest "Fashion Designers of Tomorrow", presented by **Telio**, which puts the spotlight on some spectacular talent in emerging Canadian fashion from the major fashion schools.

Cocktail Presentations: **Ralph Leroy, Mulcair, Cokluch.** Also not to be missed: the launch of the magazine Triptyqu3 (14th edition), in collaboration with Dane Richards.

Some thrilling off-site events:

Harricana par Mariouche will be making waves at the grand opening of Fashion Week when they present their collection at Bota Bota... a floating spa!

Rachel. F. as well as **Miss Mak Designs** will be welcoming their guests at an exclusive off-site venue for a special presentation.

And, as is fitting for the grand finale of this 20th edition, the exceptional **Marie Saint Pierre** will present a magnificent show-stopping collection.

Le Showroom Returns for 7th Edition

For this anniversary edition of MFW, Le Showroom is back and stronger than ever. Since its inception the unique concept of Le Showroom, which was developed by Groupe Sensation Mode, has represented more than 300 leading design brands, with an average of 60 participants each edition. As it has done since the beginning, Le Showroom continues to serve as a platform for business relationship-building and concentrated buying and selling opportunities between industry professionals and designers.

Le Showroom is made possible through funding from the Ministère du Développement économique, de l'Innovation et de l'Exportation du Québec (MDEIE) under its program to promote industrial partnerships and clusters. This program aims to mobilize partners and channel their actions into projects and activities furthering the Ministry's mission and priorities.

“The Government of Québec takes pride in the know-how, creativity, and innovative spirit of Québec’s fashion and garment industry and supports the initiatives of this major sector, an important contributor to our thriving economy,” declared Clément Gignac, Minister of Economic Development, Innovation and Export Trade.

FASHION AND OPERA: A FIRST!

Fashion sings the praises of opera: The music of Massenet’s passionate and elegant opera *Werther* is reflected in the costumes created by renowned Montréal designers **Claudia and Sabrina Barilà**. This collaboration between fashion and opera is another first in Montréal! The breathtaking costumes will be unveiled at Montréal Fashion Week, before the production tours throughout North America. Montreal Fashion Week, in partnership with l’opera de Montreal and Barilà, is excited to present an exclusive showing of the costumes from the opera *Werther*. The event will take place at the heart of the 20th edition of Montreal Fashion week, in a new area dedicated exclusively to exhibitions.

Trend Forecast

MFW 20 plays host to an informative and engaging conference by **Leslie Potvin from the WGSN agency**. She will be presenting the spring-summer 2013 Megatrends. Tuesday, February 8, 2 pm, Le Showroom.

FOR ALL FASHION LOVERS

The general public is invited to immerse themselves in Fashion Week by participating in a one-day designer shopping extravaganza at Le Showroom, presented in **collaboration with ELLE Québec**. MFW is pleased to invite the general public to attend a host of exciting events this season, including Le Showroom which will open its doors to all fashion lovers on February 9th only, from noon to 9 p.m., offering shopaholics the chance to load their closets with treasures from the designers’ Summer 2011 collections. Plus, don’t miss *les Magazineuses*: professional stylists who will be on hand to provide shoppers with personalized fashion tricks and tips! Admission is \$10 at the door.

Last-minute tickets & fashion packages

Exclusive, limited last-minute tickets will be available for fashion’s most passionate and curious followers! 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 for \$25. Proceeds go to la Fondation de la Mode de Montréal to support and promote Québec designers. Special packages featuring nights at the Westin Hotel combined with MFW fashion shows are also available. www.lavitrine.com

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! The public can also watch free live streaming of all the fashion Shows on <http://www.ustream.tv/channel/smm20>

MFW Takes it to Downtown Montréal

Now you can live the MFW experience downtown as well! See videos and photos of the fashion shows presented daily on the runway in the heart of the **Montréal Eaton Centre**.

Yoplait Source invites you to **Place Ville-Marie**, store level, where representatives will be offering visitors a delectable two-flavor yogurt parfait as well as a daily chance to win a pair of tickets for Montréal Fashion Week! Make sure to pass by every day from February 7 to 10, during lunch hour and from 5 to 7!

Social media keep you posted!

Twitter @SMM20 http://twitter.com/sensation_mode

Facebook <http://www.facebook.com/SensationMode>

Updates on our official blog : www.blogue.semainemodemontreal.ca, blog.montrealfashionweek.ca presented by *hop&go*

MAKING IT HAPPEN

Montréal Fashion Week 20, produced by Groupe Sensation Mode (www.sensationmode.com), is made possible through the invaluable support of its major partner, **P&G Beauty & Grooming**, as well as **Rowenta** and **Rowenta Beauty**. We would also like to thank our new sponsors supporting Montréal Fashion Week this edition: **Yoplait Source**, **hop&go** and **Mondor**. The participation of these organizations allows the creators and Montréal Fashion Week to expand across the country and internationally. This financial support is a lever that permits MFW to position Montréal as an incomparable fashion leader. The producer and organizers of Fashion Week graciously extend their thanks to these new partners.

Also, a special note of thanks to 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 du Québec** (MAMROT), the **Bureau de la mode de Montréal**, **Tourisme Montréal** and **Société de développement commercial (SDC) Vieux-Montréal**.

GROUPE SENSATION MODE ENTERS SECOND DECADE OF PROMOTING FASHION & DESIGN TO THE WORLD

Back in 2000, Groupe Sensation Mode began with a big idea – to promote fashion and design to the world. An explosive and energy-charged eleven years later, Groupe Sensation Mode now produces and presents the biggest Canadian and international fashion events while creating new and exclusive concepts such as the Fashion & Design Festival (Montréal and Toronto), the Fashion Theatre (in Berlin, Tokyo, New York and London) and Montréal Fashion Week, which includes Le Showroom concept. Throughout the last eleven years Groupe 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, Groupe 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 20 is available at 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 January 27, 2011.

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