

**For immediate release**

## **MONTRÉAL SUPPORTS FASHION WEEK**

**Montréal, October 13, 2009** – Mr. Luis Miranda, member of the Montréal Executive Committee responsible for economic development and citizen services today announced that the City will be supporting, again this year, Montréal Fashion Week (MFW), a semi-annual event that promotes local creative talent with national and international buyers. The 17th edition of Montréal Fashion Week, which is held October 13 to 15 at Bonsecours Market, will feature the spring-summer 2010 collections by more than 20 designers.

“I would like to congratulate the organizers of this acclaimed event, which provides a unique showcase for Montréal fashion designers. The fashion industry contributes significantly to the development of Montréal, not only by helping our economy grow and providing jobs to thousands of workers, but by enhancing our city’s reputation on the national and international scenes,” said Luis Miranda.

In March 2009, the city launched the Montréal Free Style Strategy and Fashion Bureau, to draw attention to the considerable economic weight of this industry. The introduction of the strategy and bureau, which benefited from \$2.4 million in support from the government of Québec over a period of three years, aims to promote Montréal as a fashion design centre, by highlighting local know-how, creative spirit and ability to innovate. Montréal also announced last month the introduction of a **.TV**-type portal, entirely dedicated to the promotion of the local fashion industry... another achievement stemming from its strategy.

“Montréal is determined to play an increasingly active role to energize this industry which offers undeniable spin-offs. Our metropolis is a fashion hub, and our mission is to strengthen this position both locally and abroad, in close cooperation with devoted partners, such as the organizers of Montréal Fashion Week,” said Luis Miranda.

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