



f t SENSATION\_MODE #SMM22 | MONTREALFASHIONWEEK.CA

**PRESS RELEASE**  
For immediate release

## **MONTREAL FASHION WEEK CONTINUES TO PUSH ENVELOPE OF CREATIVITY AT MFW22**

**Montréal, January 18, 2012** – Cutting-edge creativity rocks as it steps outside the box and morphs into the one-of-a-kind 22<sup>nd</sup> edition of Montreal Fashion Week, in collaboration with P&G Beauty & Grooming. Canada's most important fashion week is rolling out the red carpet from February 6<sup>th</sup> to 9<sup>th</sup> at Marché Bonsecours in Old Montréal to welcome a glittering roster of dynamic and distinguished designers. They're getting set to show off their spin on leading design for the fall-winter 2013 season to local and international media and guests, who will be flocking to the first fashion week on the North American calendar in 2012.

Groupe Sensation Mode, producer of MFW for the past seven years, continues to stay ahead of the international Fashion Week curve by putting the freshest, newest talents front and centre for all to admire in a showy celebration of Canadian and global talent.

"Montreal Fashion Week is production that highlights our cultural, economic and touristic endeavors, with many influences from the major urban centres," states Jean-François Daviau, co-founder of Groupe Sensation Mode and producer of MFW. "For the first time this year, Montreal was included in the list of the top 50 fashion capitals as reported by the Global Language Monitor - thanks to the outstanding work of the Montreal fashion community and its many events, including Fashion Week, which help showcase this talent beyond our borders."

### **THE SCINTILLATING SCHEDULE**

MFW reinforces its global status this edition with an extra-impressive lineup of clever designers, including: **Ève Gravel, Marie Saint Pierre, Muse par Christian Chenail, RUD Styled by Rudsak, Samuel Dong, and Tavan & Mitto.**

As well, the avant-garde attitude and edgy excitement overflow with shows from **Anastasia Lomonova, LYN par Jocelyn Picard and UNTTLD.**

And keep your eye on the refinement and impeccable tailoring of **ça va de soi, Cin Tailleurs, Dinh Bà Design, DUY, MARTIN LIM and Mélissa Nepton.**

Finally, the unique approach of **Annie 50, Dinh Bà Design, ABOL, Second and Kollontai** keep things exciting!

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## **TÉLIO presents the 7<sup>th</sup> edition of the annual “Canada’s Breakthrough Designers” event**

TÉLIO, in collaboration with RSM Richter Chamberland, is proud to announce the 25 finalists of its annual event. Selected candidates will be invited to present their exclusive designs during Montreal Fashion Week this February. A highly anticipated event in the national fashion calendar each year, “Canada’s Breakthrough Designers” by TÉLIO is THE place to discover Canada’s brightest and best young fashion design talent. **Click here to discover the 25 finalists:** [http://montreal-fashionweek.ca/designers/designer.php?person=telio les createurs mode de demain&lang=fr](http://montreal-fashionweek.ca/designers/designer.php?person=telio%20les%20createurs%20mode%20de%20demain&lang=fr)

### **We Now Present....Exhibit 22**

Exhibit 22 is the edgy new brainchild of Groupe Sensation Mode, making its divine debut at 5:30 pm on Thursday, February 9<sup>th</sup> during the 22<sup>nd</sup> edition of Montreal Fashion Week. Sprung from a burning desire to showcase new and talented designers in the early stage of their career, the innovative concept room, dubbed Exhibit 22, is an inspiring space that unveils the craft of five new designers in one unique exhibit.

And the designers : Aime by W - Betina Lou - White Label – LLUI - Maude Nibelungen – Birds of America

### **Tickets for all fashion-lovers!**

For the second time, MFW in collaboration with ELLE Québec will be selling advance tickets to attend selected fashion shows on [www.admission.com](http://www.admission.com) for \$27.50 + taxes and service charge. Tickets will be available for: Tavan & Mitto, DUY, MARTIN LIM and ça va de soi.

And as always, last-minute tickets and exclusive fashion packages for select shows will be sold through [www.lavitrineculturelle.com](http://www.lavitrineculturelle.com).

### **P&G Beauty & Grooming: Proud Partner for a 14th Season**

P&G Beauty & Grooming has long been a dedicated supporter of Montréal Fashion Week, and by extension, of the entire Canadian fashion industry. MFW is proud to have such strong and continued involvement from P&G, which is crucial to the continued development of our designers on both the national and international levels.

“The new collections and trends being presented embody our constant search for new innovations that go above and beyond the imagination,” says Stefani Valkonen, P&G Beauty & Grooming Canada External Relations Director. “This partnership allows us to see the work created by some of the best make-up and hair artists in Canada, all the while using our beauty and grooming products. This is a true inspiration for us that encourages us to continue making our expertise available to the industry and consumers.”

### **Gouvernement du Québec supports Montréal Fashion Week :**

“The growing popularity of Québec’s influence here and overseas demonstrates the talent, know-how and creativity of our designers. Montréal Fashion Week is an exceptional showcase not only for creators but also for the entire Québec fashion industry”, stated Sam Hamad, the Minister of Economic Development, Innovation and Export Trade and Minister responsible for the Capitale-Nationale region.

“This event will help place Montréal in the heart of the global circuit of the major fashion cities. It is with great pride that the Gouvernement du Québec supports Montréal Fashion Week, hoping as such to contribute to the development of a promising sector and greater recognition for its creators”, announced Raymond Bachand, the Minister of Finance, Minister of Revenue and Minister responsible for the Montréal region.

## **MFW 22 DESIGNER SELECTION COMMITTEE**

In response to the fashion industry's constantly evolving needs, Groupe Sensation Mode established the Designer Selection Committee more than five years ago. The committee's goal is to assure that the standards and criteria for participating in Montreal Fashion Week are met. The MFW22 Designer Selection Committee gathered on November 30th at Le Westin Montreal Hotel to select the new participants for Montréal Fashion Week 22.

Groupe Sensation Mode would like to thank the committee members for their collaboration: Denis Desro, Editor in Chief Fashion - Elle Canada / Elle Québec Magazine • Carly Stojic, Market Editor - WGSN • Luc Laroche, Operations & Planning North America, Adn Project Int'l • Vyara Ndejuru, Marketing Director, Aldo Group • Thierry-Maxime Lorient, Exhibit Commissioner - "The Fashion World of Jean Paul Gaultier"

Seventeen designers and/or brands presented in front of the committee, and we are pleased to announce that **ça va de soi, Kollontai, Cin Tailleurs, LYN par Jocelyn Picard** and **MARTIN LIM** will be part of the 22<sup>nd</sup> edition!

## **OFF-SITE EVENTS AND PARTIES**

Montreal Fashion Week spreads its style vibes far and wide, with associated events popping up day and night around the city:

### **McCord Museum: Wednesday, February 8 – Open to the Public & Free of Charge**

The McCord Museum hosts an evening of fashion on film in a dazzling double feature honoring the work of Cristobal Balenciaga and Hubert de Givenchy. Raise a glass to these masters of design and discover the McCord Museum Costume and Textiles collection.

6:30 -Film Screening 1 - *Cristobal Balenciaga – Endurance in an Ephemeral World* with an introduction by Cynthia Cooper, Curator, Costume and Textiles Collection, McCord Museum. (Director - Oskar Tejedor, 52', 2010)

7:45 - Cocktail and words of welcome by Cynthia Cooper.

8:15 - Film Screening 2 - *Monsieur Hubert de Givenchy* with an introduction by Cynthia Cooper, Curator, Costume and Textiles Collection, McCord Museum. (Director – Karim Zeriahien, 50', 2010)

### **PARTY - WEDNESDAY FEBRUARY 8, Koko Restaurant + Bar**

Get set to strut your stuff at Koko Restaurant + Bar as Montreal's best-known modeling agencies band together to host a picture-perfect MFW party!

### **BRINGING IT HOME: THURSDAY, FEBRUARY 9**

The MFW 22 wrap party will be sticking close to home this time, taking full advantage of the ambience and unparalleled surroundings of the beautiful Marche Bonsecours! All accredited MFW attendees are welcome!

### **Exhibition**

Colagene, an illustration house operating out of Montreal, Paris and London, has a reputation as an innovative agency whose success is rooted in their original concepts, an insatiable thirst for new challenges and, most of all, the quality of its managerial involvement in the execution of projects. Within the framework of Montreal Fashion Week, Colagene will be exhibiting illustrations by artists from Berlin, Paris, Lyon and Brussels. **LOCATION: Hallway - Marché Bonsecours.**

## **MFW 2.0**

In collaboration with ELLE Québec magazine, fashionistas come together on Twitter (#RDVElleqc) every evening to hear the live views of guest experts from the Quebec fashion magazine, who comment on and discuss the new collections showcased at MFW22.

Monday 6:30 p.m.: Tavan & Mitto guest: Alexandra Melançon, Art Director with the style and image agency, beSleek.  
Monday 7:30 p.m.: DUY guest: Vyara Ndejuru, Marketing Director, ALDO GROUP  
Tuesday 6:30 p.m.: MARTIN LIM guest: Denis Desro, Fashion Editor-in-Chief, ELLE Québec and ELLE Canada.  
Wednesday 6:30 p.m.: ça va de soi guest: Julia Vallelunga, Editor, alamodemontreal.com and designer, La Raffinerie jewellery.

## **MFW Live on Your Screen!**

Those who can't be there in person at MFW22 are invited to tune in and watch selected MFW shows and exclusive interviews with notorious fashion figures, bloggers, celebrities and more, live every night on the web! Follow the official Facebook page of GSM to know all the details of the schedule: <http://www.facebook.com/SensationMode>. Thanks to Bureau de la mode de Montréal for making this possible.

## **MAKING IT HAPPEN:**

Montréal Fashion Week 22, produced by Groupe Sensation Mode ([www.sensationmode.com](http://www.sensationmode.com)), is made possible through the invaluable support of its major partner, P&G Beauty & Grooming, as well as Rowenta, the Montréal Eaton Centre and Hotel Le Westin Montréal. A special note of thanks as well 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 and Tourisme Montréal..

## **A GROUPE SENSATION MODE PRODUCTION**

After a lively and exceedingly busy decade, Groupe Sensation Mode continues to produce and present some of the most prominent fashion events in Canada and around the world. It has also created such singular new concepts as the Fashion & Design Festival, the Fashion Theatre (staged in Berlin, Tokyo, New York and London), the Fashion & Opéra Runway Show in Los Angeles and New York, and Montréal Fashion Week. Over the past 11 years, the innovative events organized by Groupe Sensation Mode have provided an increasingly visible window on the creativity and talent of fashion designers. Having forged partnerships in some of the world's leading fashion capitals - Paris, Berlin and Tokyo - Groupe Sensation Mode is proud of its pre-eminent position among North America's fashion and design leaders.

## **Follow MFW22:**

Twitter: Sensation\_Mode - Hashtag: #SMM22  
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## **NOTE TO MEDIA:**

The complete schedule of events for MFW22 is available at [www.montreal-fashionweek.ca](http://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: <http://montreal-fashionweek.ca/accreditation/index.php?lang=en>, and return it before January 30, 2012.

Source : Groupe Sensation Mode  
[www.montreal-fashionweek.ca](http://www.montreal-fashionweek.ca)

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