

**PRESS RELEASE**  
For immediate publication

**STRATEGIC POSITIONING OF THE  
20<sup>TH</sup> MONTREAL FASHION WEEK**

**Montréal, November 15, 2010** — MFW moves up the calendar, and Groupe Sensation Mode is proud to announce its new dates, i.e. **February 7 to 10, 2011**. This change relates to the development of a new strategy positioning Montréal Fashion Week as a leading national and international platform.

This change by Groupe Sensation Mode seeks to foster the growth of fashion designers and strengthen Montréal's position as a fashion capital. This place on the calendar issues a clear message to the entire industry and, by the same token, increases the performance possibilities for our companies by moving up production cycles. This will, in turn, maximize sales, which will be launched at the very beginning of the year. As a result, this positioning will have an undeniable economic impact.

Its impact will also be felt in media coverage of the presentations, since the proposed time period will be occupied exclusively by MFW, ensuring that it will receive the full attention it warrants. These new dates have been targeted based on the international fashion calendar, including dates of the main international fashion fairs and major fashion weeks. As a result, MFW will be held in the wake of major European fairs and on the eve of New York Fashion Week, delivering the message: "A stopover on talent and the difference: Montréal, just an hour's flight from the Big Apple". Groupe Sensation Mode is convinced that this strategy will prove to be an additional lever raising our level of competitiveness as well as our profile on national and international markets.

This initiative by Groupe Sensation Mode is a major step in the history of fashion in Canada. It also demonstrates MFW's phenomenal evolution over the past 5 years and confirms its leading pole position. We are aware that this change requires a significant adjustment to company cycles and will certainly have various consequences, which is why we have planned this change in tandem with designers and various other stakeholders involved, to ensure the transition over a one-year period. In collaboration with the industry as a whole, we have decided to meet this daring challenge.

Five years ago, Groupe Sensation Mode introduced MFW into a process that sought to optimize its calendar based on cycles of international events. Chantal Durivage, co-president of Groupe Sensation Mode, explained that: "We first sounded out the designers and various other key stakeholders in the fashion

world. Most rallied around this new positioning, which ensures a major impact on all spinoffs related to MFW.” “This date change is daring and favours the recognition of Montréal, the outreach of its designers, and the exportation of our products,” added Jean-François Daviau, co-president.

This change was made in conjunction with the main stakeholders in this field, i.e., 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 - Municipal Affairs, Regions and Land Occupancy), le Bureau de la mode de Montréal, all of our designers as well as MFW’s key partners, i.e., P&G Beauty & Grooming, Tourisme Montréal, Centre Eaton de Montréal and SDC Vieux-Montréal

All were unanimous in noting the importance of this new development strategy. “The date changes everything,” confirmed Marie Saint Pierre. “The buyers and the media will no longer have to deal with schedule conflicts with Europe, and we will be able to make the most of our proximity to New York. It’s ideal!” Even if they have to work doubly hard to present their collections a month earlier, designers are excited about this new change, which benefits their companies in every respect.

It should be noted that suppliers of raw materials have also embraced this strategy. Among others, we note the collaboration of the Telio company, whose president of the Fashion Fabrics division ensures maximum collaboration with the timely delivery of fabrics. “We are ready,” he confirmed, noting the power of this strategy. The challenge is sizeable, but is in keeping with the maturity of MFW, which is ready to take this leap.

February 2011: the stars have aligned and, at the heart of its 20<sup>th</sup> edition, MFW, will assert its new position on the international calendar with an event whose impact will be unrivalled.

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**Source:**

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