

**Bonsecours Market will be the centre of attention  
during the 21<sup>th</sup> edition of Montreal Fashion Week.**

**Old Montreal, Tuesday, September 6, 2011** – Montreal’s Fashion week, is back this autumn from 6 to 9 September 2011 at Bonsecours Market. The SDC Vieux-Montréal is happy to join the success of this very popular fashion event which allows welcoming international buyers in the old Montreal.

“Montreal Fashion Week creates significant economic benefits for Old Montreal, with 15,000 visitors in the historic district over the four days of the event,” notes Mario Lafrance, general manager of SDC Vieux-Montréal.

On Thursday, September 8th, the SDC old Montreal and the Fashion Week of Montreal proposes an *Soirée des Galeries – Art vs Fashion*, that turns the spotlight on local talents. For this event, galleries will remain opened till midnight. Roland Dubuc Joaillier, MAM Gallery, AKA Gallery, M Galerie d'art, Espace Pepin, Michel-Ange Galerie Art & Compagnie and SOHO Gallery of Old Montreal will participate in this evening where art and fashion melt. The visitors will have to follow the red carpets road in order to be guided.

SDC Vieux-Montréal is pleased to support Montreal Fashion Week in its promotion, solicitation, and business development efforts. This event quite clearly supports the primary mission of the SDC Vieux-Montréal, which is to promote and encourage retail and business development in the city’s historic district.

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