

SEMAINE DE MODE FASHION WEEK MONTREAL

EN COLLABORATION AVEC **P&Gbeauté**

FOR IMMEDIATE RELEASE

MFW Corners the Market on Leading Design

Montréal, September 30, 2009 – Montreal Fashion Week (MFW) and *Le Showroom* are setting up to celebrate their niche position of leading design in the fashion world.

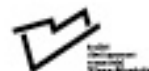
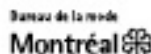
MFW has earned its stripes as a hotbed of creativity, distinction, aestheticism and innovation - and the proof shines brightly under the spotlight during the 17th edition, October 13th through 15th in collaboration with P&G Beauty. Fashion shows at the illustrious Marché Bonsecours featuring our most gifted and visionary designers and “be-there” parties around town are but a few of the many events highlighting the one-of-a-kind flavour and world-class calibre of Montréal Fashion Week. The metropolitan city’s distinctive profile as an international UNESCO City of Design is emphasized this season more than ever before at MFW 17.

Over three scene-stealing days and nights, renowned design leaders - including Andy Thê-Anh and Denis Gagnon - will put their most fashionable foot forward, flashing their unique creations for Spring/Summer 2010 across the stage as national and foreign journalists, buyers and the fashion-savvy look on. Once again this season, industry professionals will have a unique opportunity to get up close and personal with all of the designers and their collections as the 4th edition of *Le Showroom* prepares to open its doors at MFW 17. The Showroom has been made possible by the *ministère du Développement économique, de l’Innovation et de l’Exportation du Québec* (MDEIE — Department of Economic Development, Innovation and Export Trade).

P&G BEAUTY RETURNS AS MAJOR SPONSOR OF THE MFW 17

“P&G Beauty is thrilled to support Montreal Fashion week for the ninth season running. We are proud to be a trusted resource for beauty products and tips from brands like Clairol, COVERGIRL, Pantene, Olay, Gillette and Crest,” says Danielle Bibas, P&G Beauty General Manager, Canada.

MFW strikes a stunning first note with collections from Andy Thê-Anh, MUSE by Christian Chenail and ENVERS by Yves Jean Lacasse with his Russian guest, Mme Tatyana Parfionova. Other pillars of the Canadian fashion scene follow suit: Myco Anna, Soia & Kyo, Helmer, and of course, Denis Gagnon. The French Designers’ Fashion Show highlights the best of the talent we discovered at Salon Who’s Next in Paris. MFW 17 is also about showing off new national talent: Annie 50, Barilà and Dimitri Chris. Watch for these designers who are really making a name for themselves: Dinh Bà design, Caroline Néron Jewelry, Ève Gravel and Sokü, presented by The Bay. MFW 17 also serves up an abundance of jewelry, handbags and original designs: Claude Bouchard, Miss Mak Designs, and Micalla. And don’t forget “Ariane a 15 ans”, presented by Cegep Marie-Victorin. Last but not least, twenty years of MUSE: join in the festivities as MFW 17 helps MUSE by Christian Chenail celebrate twenty years of first-class fashion!



NATIONAL AND INTERNATIONAL DESIGNERS SHARE CENTRE STAGE

The popularity of MFW continues to grow in leaps and bounds as bigger audiences soak up the creative vibe of an ever-expanding list of participants. In addition to celebrating the unique creative talent of its own home-grown designers, Montréal Fashion Week 17 opens the North American gateways to international design. Be sure to score a front-row *siège* at The French Designers' Fashion Show: a collaborative showcase of ten up-and-coming designers from France. The event, featuring designers who presented at *Who's Next* in September 2009, is presented by Ubifrance and the French Trade Commissions in Canada in collaboration with the Parisian trade show *Who's Next* Paris and OFQJ (French-Québec Youth Office). Then watch west give way to east as the compelling ENVERS by Yves Jean Lacasse teams up with Russian designer Tatyana Parfionova for an über-exclusive benefit fashion show, with proceeds going to the Kovalev and Friends Foundation for Kids. Tickets for this charity event are available at admission.com

DESIGNER SELECTION COMMITTEE GETS A HIGH-FIVE

In preparation for the 17th edition of MFW, the Designer Selection Committee met in August at the Hôtel Place d'Armes. The expertise of this high-profile roster of fashion industry leaders was put to the test as they scrutinized the creations of a host of Canadian designers. Five designers will proudly unveil their collections at MFW 17: Annie 50 - Ben et Diction - Claude Bouchard -Micalla - Miss Mak Designs.

The refined Selection Committee panel included Lanita Layton, Vice President Men's wear and Children's wear, Holt Renfrew; Michèle Coulombe, Publication Director, Clin d'Oeil; Caroline Chouinard, Boutique Director, shop TNT Montréal; Nathalie Atkinson, fashion editor and columnist, National Post; Diane Charbonneau, Curator of Contemporary Decorative Arts, Montreal Museum of Fine Arts; and Bernadette Rey, Anthropologist, Consultant and Professor, Lasalle College and ESMM.

DESIGNERS GET SET TO SHINE IN *LE SHOWROOM*: LEADING DESIGN IN THE LIMELIGHT

Le Showroom has quickly developed into an indispensable feature of Montreal Fashion Week, representing the ultimate exhibit of leading design and attracting growing numbers of buyers from around the world. For this 4th edition of *Le Showroom*, 60 cutting-edge designers will showcase their collections over three full days in a unique environment developed exclusively to encourage dynamic exchanges and business relations between designers and buyers. Once unique to Montréal Fashion Week - one of the first in the world to implement this type of program - the successful concept of *Le Showroom* has since been adopted by Fashion Week organizers in other cities.

EVENTS

EN MODE MONTRÉAL/VILLE INSPIRANTE ET INSPIRÉE

On October 13th, all eyes will be on the Montréal Fashion Bureau's red carpet, where local stars will show off outfits made by our very own fashion designers. A fashionable, chic and glamorous event. 100 % Montreal!

MUSE CELEBRATE 20 YEARS

Join in the festivities as MFW 17 helps MUSE by Christian Chenail celebrate twenty years of first-class fashion!

ARIANE TROPHY COCKTAIL

Ariane turns 15! The *Chambre de commerce et d'industrie de l'est de l'île de Montréal*, in collaboration with Cégep Marie-Victorin, awards the distinguished Ariane Trophy annually to a Quebec designer renowned for his or her style and for the influential position he or she holds in their industry. This year to celebrate the 15th anniversary, Cégep Marie-Victorin reunites and pays homage to all past recipients of the trophy - those designers who serve as both role model and source of inspiration for the students ...the designers of tomorrow.

ART VS FASHION

And last but not least, the second edition of « Soirée des Galeries- Art vs Fashion » will be held on Thursday October 15th from 8pm – 11 pm. During this time, selected art galleries along Rue St-Paul will open their doors to the general public for their viewing and shopping enjoyment.

PARTY OPEN TO THE PUBLIC

Selected MFW parties will again be open to the public. Make sure to check out The Dress to Kill magazine launch, presented by la Collection Designers Remix: Tuesday, October 13th at 10 pm, 901 Square Victoria.

LAST-MINUTE TICKETS FOR THE FASHIONISTAS

Back by popular demand, MFW will once again be offering last-minute ticket sales to the general public for selected fashion shows. A handful of tickets are available at lavitrine.com for \$25 every day from 4 to 8 p.m, depending on space availability.

Made possible by :

Montréal Fashion Week 17, produced by Sensation Mode (www.sensationmode.com), has been made possible , thanks to the collaboration of its major partner, P&G Beauty, as well as Rowenta, 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 et des Régions du Québec* (MAMR — Department of Municipal Affairs and Regions), *Bureau de la mode de Montréal*, *Tourisme Montréal* and the *Société de développement commercial du Vieux-Montréal* (SDC Vieux-Montréal — Old Montreal Commercial Development Corporation).

Established in 2001, Montréal Fashion Week is an initiative recognized and approved by Liaison Mode Montréal (LMM), a group of associations dedicated since 1998 to the promotion of the Montreal fashion and apparel industry on the national and international scene, as well as to the positioning of Montréal as a major North American production and creative centre.

About Sensation Mode

Sensation Mode is a design company that produces and presents the biggest Canadian and international fashion events while creating new and exclusive concepts, such as the Montreal Fashion and Design Festival, the Fashion Theatre (in Berlin, Tokyo, New York and London) and the Montréal Fashion Week, which includes the Showroom concept. Through the years, Sensation Mode's innovative events have become a portal for the creativity and talent of fashion designers. With partnerships in major international cities such as Paris, Berlin, Tokyo, Seoul and New York, Sensation Mode is proud to be among the leaders in fashion and design in North America.

NOTE TO MEDIA:

The complete schedule of events for MFW 17 is accessible through the Montréal Fashion Week web site (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 October 5, 2009.

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Source:

Sensation Mode

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www.montreal-fashionweek.ca

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