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20th annual Montréal Fashion Week

QUÉBEC GOVERNMENT PLEDGES \$290,000 TO BACK QUÉBEC FASHION INDUSTRY CREATIVITY AND KNOW-HOW

Montréal, February 7, 2011 –Minister of Economic Development, Innovation and Export Trade Clément Gignac has joined with Minister of Municipal Affairs, Regions and Land Occupancy Laurent Lessard to announce \$290,000 in funding support for the 20th annual Montréal Fashion Week being held this February 7 to 10 at Marché Bonsecours in Old Montréal.

“The 20th annual Montréal Fashion Week is yet another opportunity to witness the vitality and diversity of our fashion and clothing industry. The Québec industry has come out in force now for ten years for this major event whose popularity and reputation continue to grow year in and year out. The Québec government is proud to have supported Fashion Week since its very beginnings and helped spur creativity and know-how in the Québec fashion and clothing industry. Thousands of people play a daily part in the success of the Québec industry and in its international repute. In fact, Québec fashion is exported all over the world,” said Minister Gignac.

“Twice a year Montreal Fashion Week brings our designers together under one roof to present their collections to fashion and clothing industry professionals. Just like the Fashion Weeks in leading cities like Milan, Barcelona, Paris, and London, Montréal Fashion Week has truly put the city on the world fashion map,” added Minister Lessard.

Montréal Fashion Week is a unique showcase for Québec design talent that helps position Montréal as a fashion capital. The city enjoys growing prominence on the North American fashion circuit. Many international buyers and journalists are expected at Montréal Fashion Week, which will boost the Québec fashion and clothing industry’s international profile.

In all, some twenty nighttime fashion shows will be presented at Marché Bonsecours. In addition, the *Showroom* is back for a seventh year running to present the collections to professional buyers on the lookout for innovative new offerings. The *Showroom* is a boon to Québec designers and manufacturers seeking to develop contacts and business relations and to gain greater exposure in the media and fashion industry.

About the funding

The funding comes from two sources: \$190,000 from the Fashion and Industrial Design portion of the Partnership and Industry Support Program of Ministère du Développement économique, de l'Innovation et de l'Exportation (MDEIE) and \$100,000 from the Montréal Development Fund of Ministère des Affaires municipales, des Régions et de l'Occupation du territoire.

For information on MDEIE programs and services, see www.mdeie.gouv.qc.ca/programmes.

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Source:

Jolyane Pronovost
Press Officer
Office of the Minister of Economic
Development, Innovation and Export Trade
Tel.: 418-691-5650

For information:

Nancy-Sonia Trudelle
Media Relations Supervisor
Ministère du Développement économique, de
l'Innovation et de l'Exportation
Tel.: 418-691-5698, ext. 3710

Sylvain Bourassa
Press Officer
Office of the Minister of Municipal Affairs,
Regions and Land Occupancy
Tel.: 418 691-2050