

CANADA'S BREAKTHROUGH DESIGNERS

IN COLLABORATION WITH
RSM Richter Chamberland

IN PARTNERSHIP WITH RSM RICHTER CHAMBERLAND,
TÉLIO PRESENTS THE 7TH EDITION OF ITS ANNUAL EVENT,
"CANADA'S BREAKTHROUGH DESIGNERS"

TÉLIO, along with the jury of this 2012 edition, 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 2012!

Montreal, November 14, 2011. - On November 10, the 25 student-finalists who will advance to the final stage of TÉLIO's prestigious cross-Canada competition, *Canada's Breakthrough Designers 2012*, were selected by a jury comprised of 4 industry professionals. The final selection was not an easy one, given the fierce competition for this 7th edition! The deliberations of the 2012 jury took place at TÉLIO's head office in Ville St-Laurent in Montreal with the following members in attendance:

- Joeffer Caoc, Fashion Designer (Ontario)
- Sarah Casselman, Senior Editor, Fashion News for *FASHION Magazine* (Ontario)
- Annick Charbonneau, President and Founder of the online boutique <http://www.chiccane.com> (Quebec)
- Valérie Dumaine, Fashion Designer (Quebec)

The jury selected the final candidates from among 138 sketches submitted by students from 23 prominent Canadian fashion design schools. By doing so, not only did the jury select 25 finalists, they pinpointed the next 25 rising stars in Canadian fashion!

Academic scholarships totalling \$15 000

From this moment on, the excitement begins to mount for the chosen candidates as they prepare for the final showcase: a collective fashion show featuring their designs, to be presented as part of Montreal Fashion Week (MFW) this February! What's more, the audience will be filled with industry professionals and media, all eager to get a glimpse of Canada's next fashion leaders! All 25 finalists will enjoy a two-day excursion to Montreal, all expenses paid and including a behind-the-scenes tour to witness the action of MFW first-hand, however, only the top five will receive an academic scholarship, worth a total value of \$15 000! What's more, Lectra, world leader in integrated technology solutions, will present the top two students with a design software package, a value of over \$45 000!

The 2012 theme? Rouge+Red

Inspired by this year's provocative theme, *Rouge+Red*, these young designers must unleash their creativity to unravel the mysteries of this vibrant, complex colour that is both the muse and the guiding force for this project. A feeling, a state of being, a cultural or emotional symbol; each designer must dig deep and draw from the very heart of their creativity to produce their own unique expression of this multi-faceted hue.

Technical criteria

As this event strives to encourage and promote up-and-coming fashion design talent, no technical detail was left to chance. Consequently, the 2012 jury carefully evaluated each submission according to precise, pre-determined criteria, including innovation, respect of theme, visual presentation, quality of geometric sketches, and creative use of fabric(s).

A special thank you to our loyal partners

The Canadian fashion industry is proud to count on the determination and drive of Mr. André Télio, who, for the last seven years, has introduced young designers to the commercial realities of the modern industry and has propelled them to success. This year marks the first time that the event will be presented in partnership with RSM Richter Chamberland, an accounting and business advisory consulting firm, and Lectra, an integrated technology solutions provider. In addition, the event is also supported by many prominent sponsors, namely the SPECS modelling agency, event sponsor from the very beginning, as well as the Apparel Human Resources Council (AHRC), the provincial Ministry of Economic Development, Innovation and Export Trade (MDEIE), the Montreal Fashion Bureau, and the Sensation Mode group. A highly-anticipated event in the national fashion calendar each year, *Canada's Breakthrough Designers* by TÉLIO is now considered to be THE place to discover Canada's brightest and best young fashion design talent.

2012 FINALISTS

Here is the list of the 25 finalists who will choose a maximum of six (6) metres of TÉLIO fabrics, from a selection of 22, in order to produce their design, which will be revealed on the runway at the Bonsecours Market this coming February:

<u>Name of School</u>	<u>Name of Student</u>
The Center for Arts and Technology - Halifax Campus	Stuart Gilroy, Mitchell
Cégep Marie-Victorin	Hamel, Alexandre-Roger Proteau, Nancy Quiroz G., Carlos Daniel Robert, Audrey St-Amant, Kathryn
LaSalle College - Montreal	Arsenault, Alexandre Prado Caro, Isabel Xu, Yijing
École supérieure de mode de Montréal	Charlebois, Christine Lapointe, Laura
Richard Robinson Academy of Fashion Design	Donovan, Amy Nantarath, Daicy
Fanshawe College School of Design	Martin, Angela Veerkamp, Teresa
George Brown College - Center for Fashion Studies	Anderson, Chantelle K. Duncan, Alison Liang, Fa Lihua
Seneca College of Applied Arts and Technology	Truong, Michael
Kwantlen Polytechnic University	Cheng, Peggy
The Art Institute of Vancouver	Jackson, Laura Tarameshlou, Sahar
Vancouver Community College	Ahmadi, Darya Doyle, Sophie Matharu, Roopi