

Press release

FOR IMMEDIATE RELEASE

17th edition of Montréal Fashion Week to take the stage from October 13th to 15th, 2009

Montréal, October 13th, 2009 – Today marks the opening of the 17th edition of Montréal Fashion Week. As in years past, this chic, avant-garde and glamour-filled rendezvous will take place at Bonsecours Market which will be transformed into a temple of elegance for the occasion. For three full days, leading designers from Québec, Canada and abroad will dazzle attendees with their creations. Also, for first time ever, the general public is invited to come and admire the collections being presented. Over 60 local and international houses of design will be taking part in a multitude of activities intended to showcase fashion trends for spring and summer 2010.

“Montréal fashion has made an undeniable mark in international fashion circles as a result of the boundless creativity and unmitigated audacity of our local designers,” underscored Charles Lapointe, President and Chief Executive Officer of Tourisme Montréal. “Once again this year, Tourisme Montréal is extremely proud to associate with this biannual happening which attracts a mix of national and international buyers, and thrusts our fair city into the limelight.”

Celebrated local creators the likes of Andy Thê-Anh, Claude Bouchard, Denis Gagnon, Christian Chenail and Ève Gravel, to name but a few, will be joined by their talented designer counterparts from France and Russia, thereby substantiating Montréal's irrefutable reputation as an international crossroads and springboard for fashion.

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Tourisme Montréal is responsible for providing leadership in the concerted efforts of hospitality and promotion in order to position the destination on leisure and business travel markets. It is also responsible for developing Montréal's tourism product in accordance with the ever-changing conditions of the market.