

Communiqué

For Immediate Release

21st Montréal Fashion Week

Montréal is among the leading fashion capitals of the world

Montréal, September 6, 2011 – Richard Deschamps, Vice-Chairman of the Montréal Executive Committee responsible for economic development, announced today that Montréal is now part of the prestigious Global Language Monitor Top 50 Fashion Capitals of the World. This announcement was made as part of the 21st Montréal Fashion Week, which opens today and runs until September 9. Montréal holds the 49th position on the list of the most-often cited and prominent fashion cities of the world. The list was established through electronic and social networking surveillance, including Twitter, blogs and print, worldwide.

“This new position on the world fashion scene reflects sustained efforts by the city and Fashion Bureau to promote Montréal and have the city recognized as the North American fashion capital. Montréal’s reputation now extends beyond North America and reaches the five continents. I would like to congratulate Montréal designers and retailers for their creativity, knowledge and boldness. Without their talent and commitment, we would not have achieved this level of success of which Montrealers can be proud,” said Richard Deschamps.

Again this year, the Ville de Montréal is providing financial support to Fashion Week. Approximately \$56,000 was extended to the organizers of the event. This amount is part of the \$140 million budget from the Québec ministry of municipal affairs dedicated to the Imagining-Building Montréal 2025 development strategy.

“By bringing together Québec designer fashions under one roof, Montréal Fashion Week provides a unique platform to promote and sell local designer fashions. Designer respect and quality fashion designs have been key in helping this event make its mark in North America and positioning the city among the leading design and creative cities,” said the minister of municipal affairs, Laurent Lessard.

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