

Press release

FOR IMMEDIATE RELEASE

From March 1 to 4, Montréal will roll out the red carpet for the 18th edition of Montréal Fashion Week

Montréal, March 1, 2010 – On Monday, March 1, the eyes of the fashion world will be fixed on Montréal thanks to the upcoming 18th edition of Montréal Fashion Week. Until March 4, the Marché Bonsecours will transform into a shrine to *haute couture*, where the greatest names in the fashion design industry, globe-trotting fashionistas, and buyers from every corner of the planet will all converge with one thing in mind: cutting-edge fashion design.

“Daring, avant-gardism and multiculturalism: Montréal Fashion Week resolutely reflects its host city which, once again this year, will set the style for upcoming global spring and summer fashion trends. Tourisme Montréal is a proud partner of this event that highlights the creativity of our resident designers, as well as the inspiration of talent hailing from as far away as Denmark and Greece,” affirms Charles Lapointe, President and CEO of Tourisme Montréal.

Our very own Barilà, Annie 50, Denis Gagnon, Ève Gravel and Marie Saint-Pierre will unveil their collections alongside a multitude of international designers, making for a most stylish combination of culture and *haute couture*.

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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.