

## VILLE DE MONTRÉAL REAFFIRMS ITS SUPPORT FOR MONTREAL FASHION WEEK

**Montréal, March 1, 2010** – Mr. Richard Deschamps, member of the Montréal Executive Committee responsible for economic development, is pleased to announce that the city is renewing its association with Montreal Fashion Week, to be held March 1 to 4, 2010, at Bonsecours Market. The 18th edition of Montreal Fashion Week will showcase the Fall-Winter 2011 collections by some 20 designers, including Marie Saint Pierre, Denis Gagnon and Philippe Dubuc.

“Fashion Week is a far-reaching event that provides a unique platform for Montréal fashion designers. We are pleased to support their talent and to help them shine on the local, national and international scenes. The fashion industry’s contribution to the development of Montréal is clear. Not only does it help our economy grow by creating thousands of jobs, but it is a major driving force adding to our city’s reputation. This winning combination is instrumental in promoting economic growth as well as Montréal’s corporate image,” said Richard Deschamps.

In March 2009, the city created the *Bureau de la mode de Montréal*, to promote the fashion and clothing industry and highlight the talent of its key players. The Bureau’s mission is to promote Montréal as a fashion design centre by emphasizing local know-how, creative talent and the ability to innovate.

“Montréal is committed to playing an increasingly active role in stimulating this industry with substantial spin-offs. Our city is a fashion hub, and our mission is to strengthen this position on the local and international scenes, in close partnership with dedicated partners, including Sensation Mode,” added Richard Deschamps.

The *Bureau de la mode de Montréal* already has several achievements to its credit, including the Fashion Map, that can be used to locate Montréal fashion designers at [montrealcartedemode.com](http://montrealcartedemode.com), the red pins that identify designer boutiques in Montréal, as well as banners with the attention-grabbing slogan “*La mode Montréal se porte bien*,” posted along the main fashion axes in the extended downtown area.

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