



FDCCs 10th Year
LG Fashion Week – Beauty by L'Oréal Paris
March 16th-21st 2009
SHOW LOVE!

*The Fashion Design Council of Canada celebrates 20th season at LG Fashion Week,
Beauty by L'Oréal Paris March 16th-21st*

Toronto, Ontario (For immediate release February 2nd 2009) – Today the Fashion Design Council of Canada (FDCC) announced its celebrated week of Canadian designers and international inspirations will run March 16th through the 21st in the heart of downtown Toronto at Nathan Phillips Square under a new creative theme.

Like a great song, a beautiful poem or stunning architecture, fashion and our obsessive love of it, is here to stay. Thus the theme for the 10th year is SHOW LOVE. The FDCC is proud to celebrate its 10th year, the designers who have made history with them as well as the fashion lovers who drive the industry with passion, opinion and dedication.

“This is a year to celebrate a strong history and a promising future. I am proud of the unprecedented exposure and focus on the designers that found a voice at Fashion Week over the last 10 years and the unyielding support of our sponsors both old and new. I warmly invite everyone to come together, SHOW LOVE, and celebrate fashion,” Robin Kay, President Fashion Design Council of Canada, Executive Director LG Fashion Week.

In just a few short months, there has been a world change; filled with an unprecedented combination of despair and hope. History dictates that in challenging times, artists and creative souls suffer yet through such times there are extraordinary opportunities to come together and nurture a community that makes everyone smile, and allows spirits to soar through personal creativity and design. It is a time to come together and show unity, show support and most of all SHOW LOVE.

SHOW LOVE. Embrace the power the industry commands on an international scale and the growth on the horizon. SHOW LOVE. The unwavering relevance of the industry and the place it holds in the lives, businesses and the world at large. SHOW



LOVE to artists whose spirit will not be silenced. SHOW LOVE to designers that will reinvent the way of everyone dresses, thinks and expresses themselves.

LG Fashion Week, Beauty by L'Oréal Paris will bring the fashion elite and international industry to the Fashion Capital of Canada, March 16th-21st in the heart of downtown Toronto, Nathan Phillips Square. Returning to the fabulous fashion tents, LG Fashion Week will encompass over 40 runways shows, networking events, cocktail parties, and the opening of The Market, an exclusive buyer environment open three days during Fashion Week from 9:00am -1:00pm featuring accessories, men's wear and women's wear.

Registration for passes goes live online **February 2nd** at www.lgfashionweek.ca Passes can only be picked up on March 11th and 12th at the InterContinental Toronto Centre on Front **between 10:00am and 6:00pm.**

About the Fashion Design Council of Canada (FDCC)

The Fashion Design Council of Canada was founded in 1999 with the specific mandate to create a Fashion Week in Canada to promote the fashion industry. The FDCC has successfully created a Fashion Week that now commands international respect, economic trade and profile of our industry. As a non government, not-for-profit national association, the FDCC continues its national and international outreach for this platform event. For more information visit www.lgfashionweek.ca

About LG Electronics, Inc.

The LG brand was established in 1995. The company is a global force in electronics, information and communications products, with more than 82,000 employees working in 77 countries around the world, and annual total revenues of more than US \$35-billion (non-consolidated). LG Canada has offices in Toronto and Vancouver. LG Canada is focused on delivering award-winning products known for blending style and technology. These innovative products include cell phones, flat screen TVs, laptop computers and digital appliances. For more information please visit www.lg.ca

About L'Oréal Paris

L'Oréal Paris is a passionate patron of the Canadian fashion industry, proudly supporting designers through its presenting sponsorship of LG Fashion Week, lead sponsorship of Global TV's Project Runway Canada and numerous photo shoots, media initiatives, and local events throughout the year. L'Oréal Paris is a division of L'Oréal Canada, the leader in the Canadian cosmetics market. L'Oréal Canada, a wholly owned subsidiary of L'Oréal



Group, the world's leading cosmetics company, offers its customers a wide range of choices with its diverse portfolio of brands and encompasses all aspects of beauty. For more information about L'Oréal Paris visit www.lorealparis.ca.

Fashion Design Council of Canada: For event information and FDCC media inquiries please contact – Megan Loach at 416-922-3322 or megan@fdcc.ca

Brill Communications: For onsite media relations, or interviews with designers, please contact - Desia Halpin-Brill at 416.533.6425 or desia@brillcommunications.ca

LG Electronics Ltd.: For LG media inquiries please contact High Road Communications- Jessica Savage at 416-644-2276 or jsavage@highroad.com

L'Oréal Paris.: For L'Oréal Paris media inquiries please contact Cowan & Company- Margaret Batuszkin/Cathy Cowan at 416-462-8773 or margaret@cowanandcompany.net

IMG WORLD: For sponsorship inquiries please contact- Sam Galet 416 960-5312x136 sam.galet@imgworld.com