



SHOW UP and SHOW LOVE

LG Fashion Week Beauty by L'Oréal Paris March 16th-21st

Toronto, Canada (For immediate release March 9th 2009) – The Fashion Design Council of Canada today announced that *LG Fashion Week Beauty by L'Oréal Paris* would SHOW LOVE through an exciting array of programs throughout the week of March 16th-21st.

As title sponsor, LG Electronics will bring the unparalleled LG style and technology to the tents with a number of product activations, installations and launches for media, industry influencers and designers to enjoy. Those enjoying the fashion scene from beyond the tent will be treated to a visual escape through large screens positioned to SHOW LOVE throughout the week in Nathan Phillips Square.

L'Oréal Paris has already started meeting with designers to view their collections with a view to true collaboration on their runway makeup and hair looks. During LG Fashion Week, an impressive 40+ person L'Oréal Paris beauty team will work passionately and tirelessly backstage to create all the runway beauty looks on more than 500 models participating in the event. Additionally, L'Oréal Paris will have a special beauty lounge in the Fashion Environment to give attendees a glimpse of backstage glamour.

LG Fashion Week will showcase numerous designers with the strong support of Ontario Tourism, welcoming international attendees from around the world and spreading the love of fashion across the province.

“To be celebrating the 10th anniversary of *LG Toronto Fashion Week* is quite a milestone and speaks to the diversity and depth of talent of the Canadian fashion industry and its designers,” said Joseph Mimran, FDCC Chair, “I am proud of how Fashion Week has evolved over 10 years to become a highlight of the Toronto events calendar and has garnered enormous national media coverage. For all of us involved at the FDCC, we are excited for another decade of fabulous Canadian fashion!” Joe Fresh Style will be show Wednesday March 18th 9:30pm (BIO)*.

New to the family is the addition of DHL as the official Express and Logistics Partner of Fashion Week Worldwide. With unrivalled worldwide coverage, tailored solutions and industry specialists, DHL has what it takes to set the pace in the world of fashion. Whether it's around the corner or around the globe, they've designed shipping solutions to meet industry needs.

LG Fashion Week attendees are invited to SHOW LOVE to their boobies at the Schick Quattro for Women Booby Booth by participating in Rethink Breast Cancer's Touch. Look.

Fashion Design Council of Canada 171 East Liberty Street, Unit 149 Toronto, ON, M6K 3P6



Check. (TLC) early detection program. In addition, a mural gives attendees the opportunity to show their support for all of the women who have joined the Booby Wall movement. Participants can show love to their skin with the Schick Quattro for Women razor they will receive. Women are reminded that they should TLC every time they shave their underarms.

Peroni Nastro Azzurro (Peroni), the world's Number 1 Italian lager, continues its reign as the premier beer of LG Fashion Week Beauty by L'Oréal Paris. The effortlessly stylish beer brand was officially unveiled to Torontonians at the spring collections in October 2008, and is now available to stylemakers and trendsetters at high-end restaurants, bars and lounges across the city. "Peroni is proud to play a role in Canada's preeminent fashion event," said Stewart Cowan, National Marketing Manager at SABMiller. "With a track record of supporting some of the world's most renowned and dynamic designers, Peroni is truly honored to have been embraced by the Canadian fashion community."

Europe's premium garment care brand, Rowenta, is proud to return as Official Garment Care Provider to LG Fashion Week. From backstage to runway – Rowenta is the steamer of choice for Canada's top designers and stylists. Rowenta will provide unlimited access to its European-designed luxury irons and pro garment steamers behind-the-scenes, including its NEW Precision Valet Garment Steamer.

For the uncompromising fashionista, Town Shoes will SHOW SHOE LOVE to shoeaholics at *LG Fashion Week*, as a proud sponsor of *LG Fashion Week*.

Holt Renfrew continues to SHOW LOVE for Canadian Fashion. As Canada's leading luxury retailer, they will shout out its love for Canadian fashion designers as host of the *LG Fashion Week* kick off media cocktail. The event will feature some of Canada's most talented and dynamic design labels, including Greta Constantine, Jeremy Laing and Mikhael Kale, presenting highlights of their fall 2009 collections in the revamped contemporary space on three at Bloor. The media cocktail is set for Monday, March 16th from 5:30 - 7:00 pm (BIO)*.

New to the fashion scene is a unique partnership with Yorkdale Shopping Centre which brings various elements from *LG Fashion Week Beauty by L'Oréal Paris* and engages the masses in the Yorkdale Shopping Centre environment.

FASHIONTELEVISION (FT) returns as official broadcast sponsor of Toronto's LG Fashion Week(tm). The only fashion media outlet housed on-site, FT broadcasts all-week long from Nathan Phillips Square to deliver unprecedented access and first look into the Fall / Winter 2009 collections. Extended coverage begins with daily two-hour wrap-ups, LG FASHION WEEK 2009, airing March 18 to March 21 at 8 p.m. ET on FashionTelevisionChannel. A one-hour version will also air March 18 to March 21 at 10 a.m. ET on CTV (Saturday at 4 p.m. ET)



and 12 p.m. ET on Star! Jeanne Beker, Glen Baxter and Mary Kitchen also deliver exclusive model profiles, backstage highlights and conduct one-on-one interviews with key industry players. For more FT programming information and up-to-the minute updates surrounding Toronto's LG Fashion Week including exclusive blogs, photos and videos log onto www.fashiontelevision.com.

This year, in celebration of her golden anniversary, Barbie will be debuting as a lifestyle brand in Canada, and fashion designer, David Dixon brings Barbie's groundbreaking style to life with a ready-to-wear collection inspired by Barbie and created for the women who love her. **Barbie by David Dixon**, a limited-edition collection, blends modern and vintage fabrications in black, ivory and pink with accents from the signature zebra-print pattern from Barbie's premier swimsuit outfit. Dixon is the first Canadian designer to offer Barbie fashions for women and his line will be the first of its kind available in Canada.

Bringing the message that *plus is beautiful*, Addition Elle, Penningtons and MXM (Reitmans Group plus size divisions), in partnership with LOULOU Magazine and Specs Model Management, have launched 'Canada's Plus Size Model Search' to find a fresh, new plus size model and to celebrate full-figured women nation-wide. The ten outstanding finalists will be introduced at an informal presentation and cocktail reception on Wednesday, March 18th, 5:30PM (BIO)* in the Fashion Environment at *LG Fashion Week Beauty by L'Oréal Paris* where the winner will be announced.

Project Runway Canada (PRC), hosted by international supermodel Iman, is the foremost design competition returning to LG Fashion Week for their second broadcast season. Drawing a fury of national attention it is a reality television show that pushes a group of designers to compete for the acclaimed title, Project Runway Canada Winner. The three finalists will present their collections at LG Fashion Week Thursday March 19th at 5:00PM (Closed House)**.

The Heart Truth Fashion Show will be returning to LG Fashion Week for their second Canadian runway show after their premiere in March 2008. The campaign brings heart health to the forefront and projects this important message with twenty participating Canadian designers paired with twenty Canadian celebrities. The Heart Truth Fashion Show will SHOW LOVE Tuesday March 17th at 9:00PM (BIO)*.

Registration for passes is live 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**. A limited number of consumer passes will be available from www.f-list.com mid February.

*(BIO) By-Invitation-Only.



**Project Runway Canada Runway Show is a closed house event for media inquires please contact rsvp@faulhaber.ca

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 leader in electronics, information and communications products, with more than 82,000 employees working in 77 countries around the world, and annual worldwide revenues of more than US \$40 billion. LG Canada is comprised of four business units - Mobile Communications, Home Appliance, Home Entertainment and Business Solutions and 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 home 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.

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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

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