



DESIGNERS SHOW LOVE
at LG Fashion Week Beauty By L'Oréal Paris

Toronto, Ontario (For immediate release February 23rd 2009) – The Fashion Design Council of Canada today announced the exciting scheduled calendar of participating designers and events for the Fall 2009 Collections at LG Fashion Week March 16th -21st. Including the inaugural season of the exclusive buyer environment, The Market*.

The Market - LG Fashion Week Fall 2009

The Market- Studio Fall 2009 wholesale collections will be available for order through the following dates and times:

Tuesday March 17th 9AM- 1PM - Accessories

Wednesday March 18th 9AM- 1PM – Ready to Wear

Thursday March 19th 9AM- 1PM - Ready to Wear

*The Market is CLOSED to the Public, with access granted exclusively to accredited Buyers and Media.

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MONDAY MARCH 16

- 5:30 pm • Holt Renfrew Media Cocktail (BIO) *Holt Renfrew 55 Bloor Street*
- 8:00 pm • Opening Night Runway Show (BIO) *The Runway*
- 9:00 pm • Opening Night Gala (BIO)

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TUESDAY MARCH 17

- 2:00 pm • To Be Announced *The Runway*
- 3:00 pm • To Be Announced *The Studio*
- 4:00 pm • Travis Taddeo *The Studio*
- 4:30 pm • LG Universe Event *Fashion Environment*
- 5:00 pm • To Be Announced *The Runway*
- 6:00 pm • Joeffer Caoc *The Runway*
- 7:00 pm • Lundström (BIO) *The Runway*
- 8:00 pm • bustle *The Runway*
- 9:00 pm • The Heart Truth Fashion Show (BIO) *The Runway*

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WEDNESDAY MARCH 18

- 2:00 pm • To Be Announced *The Runway*
- 3:00 pm • Gaudet *The Studio*
- 4:00 pm • Cheri Milaney *The Runway*
- 5:00 pm • Ula Zukowska *The Studio*
- 5:30 pm • Plus Size Model Search Cocktail Party (BIO) *Fashion Environment*
- 6:30 pm • Comrags (BIO) *The Runway*
- 7:30 pm • Andy Thê-Anh *The Runway*
- 8:00 pm • LG Netbook Event *The Runway*
- 8:30 pm • Pink Tartan (BIO) *The Runway*
- 9:30 pm • Joe Fresh Style (BIO) *The Runway*

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THURSDAY MARCH 19

- 2:00 pm • To Be Announced *The Runway*
- 3:00 pm • To Be Announced *The Studio*
- 4:00 pm • Aime Luxury *The Studio*
- 5:00 pm • Project Runway Canada (Closed House)*-*The Runway*



- 6:00 pm • NADA *The Runway*
- 7:00 pm • To Be Announced *The Runway*
- 7:30 pm • LG Texting Event *Fashion Environment*
- 8:00 pm • Phillip Bloch *The Runway*
- 9:00 pm • Ed Hardy Swim and Snow *The Runway*
- 10:00 pm • Women X Women *Offsite*

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FRIDAY MARCH 20

- 12:00 pm • Media Event *Offsite*
- 2:00 pm • To Be Announced *The Runway*
- 3:00 pm • To Be Announced *The Studio*
- 4:00 pm • To Be Announced *The Runway*
- 5:00 pm • To Be Announced *The Runway*
- 6:00 pm • Carlie Wong *The Runway*
- 7:00 pm • Evan Biddell *The Runway*
- 8:00 pm • Lucian Matis *The Studio*
- 9:00 pm • To Be Announced *The Runway*

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SATURDAY MARCH 21

- 6:00pm • LG Fashion Week Closing Night Party (BIO) *Location To Be Announced*
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*Project Runway Canada Runway Show is a closed house event for media inquiries please contact rsvp@faulhaber.ca (BIO) – By-Invitation-Only

CALENDAR SUBJECT TO CHANGE.

Registration for passes online 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**. Limited general consumer passes are available at www.f-list.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 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 all FDCC and event media inquiries and interviews, please contact Media Profile – Renée Mellow at 416-504-8464 or renee@mediaprofile.com

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