



## SHOW LOVE OFF THE RUNWAY

(For immediate release March 12<sup>th</sup> 2009) The LG *Fashion Week Beauty by L'Oréal Paris* tents have started to be built, attendee passes are being bought, the collections completed and the foremost fashion event in Canada is just around the corner.

The Fashion Design Council of Canada will celebrate their 10<sup>th</sup> Year Wednesday March 18<sup>th</sup> at 10:00pm after the Joe Fresh Runway show. The Runway Room attendees will stay seated and be struck with fashion wonder by an explosive celebration in honour of a decade of the FDCC.

On Friday March 20<sup>th</sup> an exclusive media lunch event, The FDCC Media Love-In, will take place at the InterContinental Toronto Centre at 12:00pm. Media guests will be welcomed and honoured for their work in fashion journalism.

The Market will host the business of fashion at LG Fashion Week Beauty by L'Oréal this season in an exclusive buyer and media area open three mornings during the week. The exhibitors include Gaudet, Cheri Milaney, Travis Taddeo, Second Clothing, Lara Presber, Evan Biddell, Carlie Wong, Lilianna Castellanos, Azura, 442 McAdam, Micalla Jewellery, Laborde, Psalms Accessories, and lissaBjewelled. Buyers from across the world, including Selfridges and Lord and Taylor, will be attending the The Market and meeting with designers throughout the week.

The international media will be ready to SHOW LOVE March 16<sup>th</sup> with a delegation from across the globe. From Spain's InStyle to Eurowoman in Denmark, LA's PREEN magazine to New York's Conde Nast and France's elegant L'Officiel, the FDCC will welcome media from across the world to SHOW LOVE.

On Thursday March 19<sup>th</sup> at 6:00pm (BIO) the FDCC presents the official Canadian event launch of *Ruffian: Inside Out* published by Assouline. Written by Nicole Phelps this book is deemed "Just the thing for the modern girl!" by Style.com. *Ruffian: Inside Out* follows designers Brian Wolk and Claude Morais through their creative process for two seasons, from sketching in the studio to the final fluffing of ruffles before their creations are debuted on the runways.

LG Fashion Week will be holding an exclusive screening of VALENTINO THE LAST EMPEROR on Friday March 20<sup>th</sup> at 9:00PM onsite in the Runway Room. Shown around the world in film festivals to wide acclaim, VALENTINO THE LAST EMPEROR is a feature film that has captured the hearts and imaginations of audiences. It is a behind-the-scenes look at the world of fashion, featuring access never-before allowed in the high temples of Haute Couture.



WOMEN x WOMEN (WxW), Thursday, March 19, 2009 (BIO, from 9:00PM-2:00AM) will showcase photographic works by Canada's most prominent and emerging female fashion photographers. This groundbreaking exhibition, taking place at The Fashion House, will display over 100 works by Canadian female fashion photographers.

Heys Canada has provided the versatile and stylish laptop bag as the official Media Bag of LG Fashion Week for the entire Media's computer carry needs throughout the week. LG Fashion Week VIP's will receive luxurious crocodile Heys Beauty Bags filled with the latest and greatest swag.

### SHOW LOVE OFF THE RUNWAY CALENDAR

**The Market-** Fashion Environment - Fall 2009 wholesale collections available for order

**Tuesday March 17<sup>th</sup>** 9AM- 12PM

**Wednesday March 18<sup>th</sup>** 9AM- 1PM

**Thursday March 19<sup>th</sup>** 9AM- 1PM

#### **Monday March 16<sup>th</sup>**

5:30PM – Holt Renfrew Bloor Street: Holt Renfrew Media Cocktail (BIO)

#### **Tuesday March 17<sup>th</sup>**

1:30PM- Fashion Environment: LG Event “Love Your Clothes”

3:30PM–VIP Lounge: Fashion Design Council of Canada and Italian Chamber of Commerce Toast (BIO)

#### **Wednesday March 18<sup>th</sup>**

5:30 PM- Fashion Environment: Plus Size Model Search Cocktail Party (BIO)

8 PM- Fashion Environment: LG Event: “The NEW Handbag”

10:00PM – Runway Room: FDCC hosts SHOW LOVE LOVE SHOW

#### **Thursday March 19<sup>h</sup>**

6PM- Fashion Environment: Ruffian “Inside out” Published by Assouline, Official Canadian Launch (BIO)\*\*

7:30 PM- Fashion Environment: LG Event “Charity Challenge”

10PM- Fashion House: WOMEN X WOMEN at Fashion House (BIO)

11PM- Offsite: Fashion Week 10<sup>th</sup> Anniversary Party (BIO)

#### **Friday March 20<sup>th</sup>**

12PM-2PM- InterContinental Toronto Centre: FDCC Media Love-In (BIO)

9PM- Runway Room: *Valentino The Last Emperor* Exclusive Screening

#### **Saturday March 21<sup>st</sup>**

7PM- Muzik: LG Fashion Week Closing Night Party [www.muzikclubs.com](http://www.muzikclubs.com) (BIO) By-Invitation-Only

\*\* featuring Author Nicole Phelps ([style.com](http://style.com)) and Designers Brian Wolk and Claude Morais Hosted by Fashion Files Adrian Mainella

### About the Fashion Design Council of Canada (FDCC)

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



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](http://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](http://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](http://www.lorealparis.ca).

**Media Profile:** For all FDCC and event media inquiries and interviews, please contact Media Profile – Renée Mellow at 416-504-8464 or [renee@mediaprofile.com](mailto: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](mailto: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](mailto: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](mailto:margaret@cowanandcompany.net)

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