



## **LG Fashion Week Beauty by L'Oréal Paris embraces The Power of Style**

*FDCC announces dates, venue and theme for LG Fashion Week Beauty by L'Oréal Paris Fall Collection 2010*

TORONTO – (Monday, February 22nd 2010) –The Fashion Design Council of Canada (FDCC) today announced that LG Fashion Week Beauty by L'Oréal Paris will fashionably foray to the fabulous new location of 30 Ordnance Avenue, Toronto, Ontario. The Fall 2010 Collections, unveiled the week of March 28<sup>th</sup> to April 1<sup>st</sup> will showcase this season's theme, The Power of Style.

"The new location for LG Fashion Week Beauty by L'Oréal Paris exemplifies The Power of Style," said Robin Kay, President of the FDCC. "30 Ordnance Avenue is a very powerful space. Formerly a manufacturer's warehouse, the unique and spacious decor creates an amazing aura that I'm sure will add to the event. I have great hopes for a powerful fashion future in this wonderful venue."

Located at the edge of the dynamic Liberty Village neighborhood in the Toronto downtown core, the trendy warehouse space will be transformed into a magnificent fashion environment and stunning runway. This venue emulates The Power of Style – a theme that speaks to the strength of the visual and the creative instinct in each of us.

"The Power of Style is the result of a decade long demand meeting fulfillment," Kay adds. "The demand for our own Canadian fashion identity has been met by the fulfillment from the designers, sponsors and community. How else could it be a better truth than with this descriptive energy, The Power of Style."

"LG Canada is honoured to once again be a part of this exciting and important week in Canadian fashion," said Frank Lee, Senior Marketing Manager, Communication and Sponsorship. "LG Fashion Week will showcase some of the most creative and powerful designs alongside new and innovative technology. The Power of Style will truly be reflected both on and off the runway as this new venue comes to life."

Similar to many of the other leading fashion capitals, this year marks a leap forward in terms of connecting fashion lovers and creators. The FDCC will keep the fashion community connected and engaged through its presence on Facebook, live Twitter(@LGFwbyFDCC) updates from the shows and events, as well as blog updates at [www.lgfashionweek.ca](http://www.lgfashionweek.ca). Further, the FDCC will be streaming live shows from the runway for an international audience accessible at [www.lgfashionweek.ca](http://www.lgfashionweek.ca).

Registration for LG Fashion Week Beauty by L'Oréal Paris is live at [www.lgfashionweek.ca](http://www.lgfashionweek.ca) and at [www.ticketweb.ca](http://www.ticketweb.ca). Passes for media, industry and general registration are available.

### **About FDCC**

About the Fashion Design Council of Canada (FDCC)

Established in 1999, the Fashion Design Council of Canada is a non-government, not-for-profit national association created to support Canadian fashion designers and the Canadian fashion industry. To pursue this goal, the FDCC has created Fashion Week, now in its 11th successful year. The bi-annual LG FASHION WEEK BEAUTY BY L'ORÉAL PARIS has gained international respect and is the second largest Fashion Week in North America. For more information please 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 five business units - Mobile Communications, Home Appliance, Home Entertainment, Business Solutions and Commercial Air Conditioning. The company 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 of Canada**

L'Oréal Paris is a passionate patron of the Canadian fashion industry, proudly supporting designers through its presenting sponsorship of LG Fashion Week and numerous photo shoots, media initiatives, sponsorships and local events throughout the year. L'Oréal Paris is a division of L'Oréal Canada, a wholly-owned subsidiary of L'Oréal Group. The largest cosmetics company in the world, L'Oréal celebrated its 100<sup>th</sup> anniversary in 2009. Headquartered in Montreal, L'Oréal Canada had sales of \$849 million in 2009 and employs 1,200 people. The company's prestigious brand portfolio of over 25 brands encompasses all aspects of beauty.

**For more specific information on LG Fashion Week Beauty by L'Oréal Paris please contact:**

**Fashion Design Council of Canada:** For *LG Fashion Week Beauty by L'Oréal Paris* media inquiries, FDCC media inquiries and interviews with Robin Kay, President of the Fashion Design Council of Canada please contact the FDCC – Megan Loach at 416-922-3322 or [megan@fdcc.ca](mailto: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](mailto:desia@brillcommunications.ca)

**LG Electronics Ltd.:** For LG media inquiries please contact High Road Communications - Meghan Neufeld at 416-644-2278 or [mneufeld@highroad.com](mailto:mneufeld@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)

**IMG WORLD:** For sponsorship inquiries, please contact- Sam Galet 416 960-5312x136 [sam.galet@imgworld.com](mailto:sam.galet@imgworld.com)

FDCC