



## THE CENTRE OF STYLE

*LG Fashion Week Beauty by L'Oréal Paris announces new venue and lineup of off runway events*

TORONTO – (Wednesday March 10<sup>th</sup> 2010) –Today the Fashion Design Council of Canada (FDCC) announced that the 22<sup>nd</sup> season of *LG Fashion Week Beauty by L'Oréal Paris* will now take place at the **Allstream Centre** located at the Exhibition Place, 105 Princes' Blvd. Toronto. Also announced today is the powerful calendar of off runway events including product showcases, cocktail receptions, panel discussions, press conferences, and onsite opening and closing parties.

"The Allstream Centre provides *LG Fashion Week* with the space, structure and innovative design needed to take this international event into a new and exciting decade," said FDCC Chairman Joe Mimran.

Over the last decade, *LG Fashion Week* has experienced enormous expansion and requires a much larger canvas to articulate its vision. Our previously announced location, 30 Ordinance, was a romantic idea; however, further in-depth inspections revealed significant logistical challenges.

The new venue allows *LG Fashion Week* to expand its projects and will utilize the space for a larger media lounge, an onsite retail space called the *Get Dressed*, which will feature Canadian Designer merchandise for sale, as well as a grandiose runway and increased seating. The Allstream Centre is an award-winning venue recognized for its distinctive design and features modern technology and the most advanced innovations in green and environmental building.

On Sunday March 28, the opening night show will launch **IZMA's** Fall/Winter 2010 Collection...*fur innovation*. Celebrated Canadian designer, Izzy Camilleri and international fashion luminary, Adrian Mainella have joined forces to create the most innovative collection of sustainable wild furs to date. The much anticipated collection pulls together these two fashion darlings bringing to life Mainella's keen eye and celebrates the return of Canada's leather and fur favourite, Camilleri, who has captivated the world on runways and grabbed audience's attention at the fling of Meryl's Streeps Camilleri fur coat featured in *The Devil Wears Prada*.

Opening night festivities will continue with *The Party of Style I*. Starting at 9pm attendees will experience a coupling of music and fashion as we open the doors of our extraordinary new venue. Behind the turntables will stand DJ Honey Dijon, who defines the relationship between haute couture and music culture and will be spinning tracks into the night. Featured in Vanity Fair's October 2009 issue and having performed for fashion icons such as Balenciaga, Givenchy and Hermes, Honey Dijon will now bring her musical prowess to Toronto along with renowned *Voguettes* dance troupe. Tickets are \$24.99 and can be purchased at [www.lgfashionweek.ca](http://www.lgfashionweek.ca) or [www.ticketweb.com](http://www.ticketweb.com).

**Fashion Group International (FGI)** will host a VIP industry and members Speed Networking event in the VIP Lounge on Tuesday March 30<sup>th</sup> at 12:00PM. Attendees will include designers, retailers, buyers, stylists, editors, PR experts, production pros, brand gurus, sponsors, showroom reps and more. FGI Speed Networking Event is BIO.

*The Power of Style* struts to Queen's Park on the morning of Wednesday, March 31<sup>st</sup>. MPP Christine Elliott and MPP Cheri DiNovo believe in the power of fashion in Ontario and Canada and have partnered with the FDCC to hold a **Power Breakfast** and media scrum at **Queen's Park**. The goal of the event is influence a change in the arts and cultural legislation

which would allow fashion designers to apply for cultural grants. The morning will include a fashion component by leading Canadian brands who will present two looks from their Spring/Summer 2010 Collection .

**Jessica Biffi for Addition Elle and MXM** will host an intimate cocktail reception on Wednesday March 31<sup>st</sup> at 5:30pm onsite where she will launch her new collections, *Jessica Biffi for Addition Elle* and *Bold Biffi for MXM*. This event is BIO.

CTV's **FASHIONTELEVISION** (FT) returns as official broadcast sponsor of *LG Fashion Week beauty by L'Oréal Paris*. FT delivers unprecedented access and a first look into the Fall 2010 collections with full coverage on CTV's weekly fashion fixture **IN FASHION** and **FashionTelevision.com**. Airing **Sundays at 5 p.m. ET** on CTV, **IN FASHION** showcases all the festivities and highlights in a wrap-up special presentation devoted to LG Fashion Week. Online, **FashionTelevision.com** provides up-to-the minute updates and offers daily coverage of the collections and all the behind-the-scenes action.

The Advocates, are pleased to unveil the return of its annual fashion photography exhibition, **WOMEN x WOMEN (WxW)**, which will revisit *LG Fashion Week Beauty by L'Oréal Paris* as an official off-site event on April 1st (media reception) and April 2 (public exhibition, 11:00am-5:00pm) at Thrush Holmes Empire, 1093 Queen St. West, Toronto.

LG Fashion Week will conclude with an onsite closing night party, *The Party of Style II* with a DJ Colleen Shannon, noted as "the world's sexiest DJ". Tickets can be purchased for \$24.99 at [www.lgfashionweek.ca](http://www.lgfashionweek.ca) or [www.ticketweb.ca](http://www.ticketweb.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.

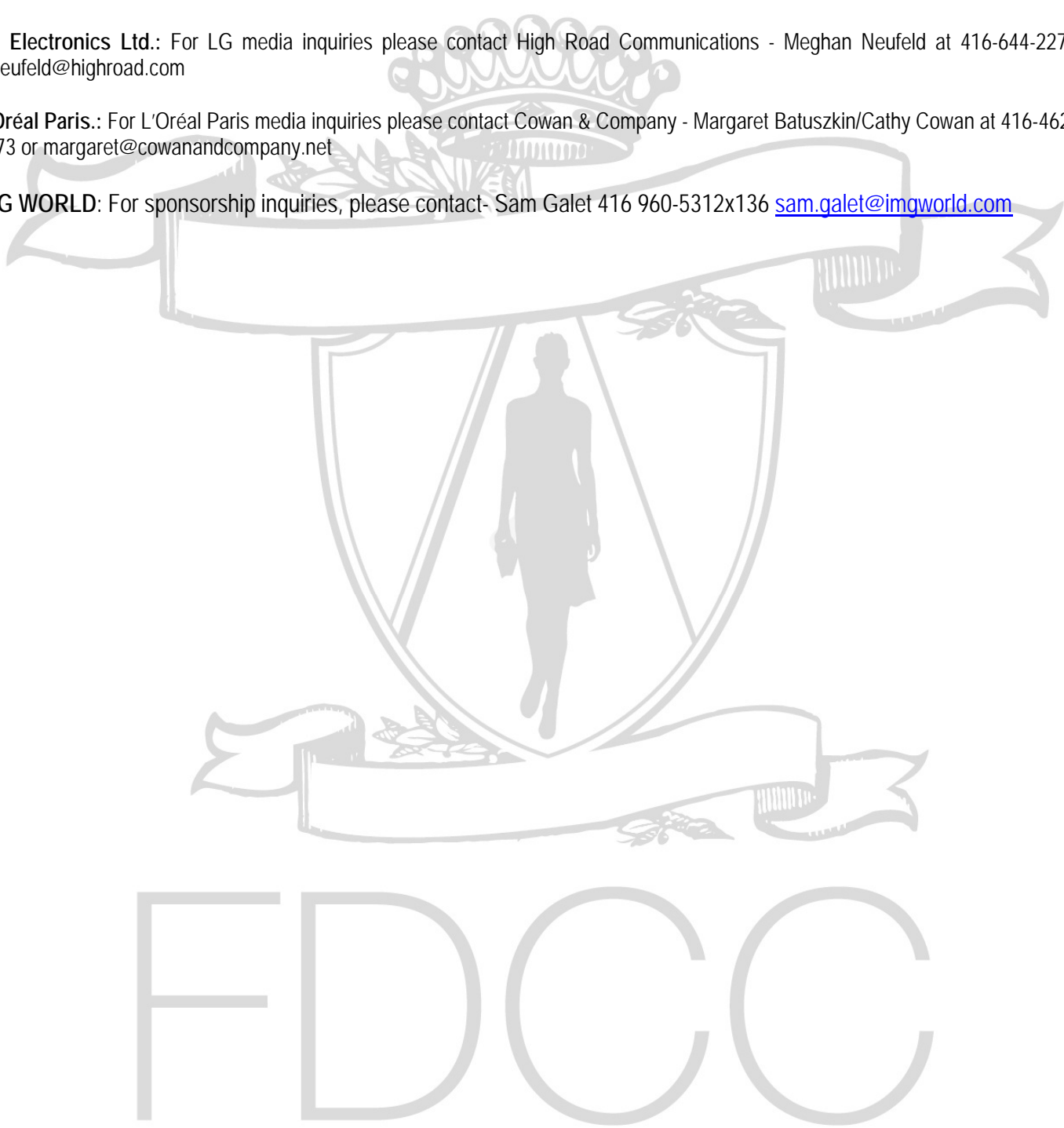
For more specific information on LG Fashion Week Beauty by L'Oréal Paris please contact:

**Fashion Design Council of Canada:** For *LG Fashion Week Beauty by L'Oréal Paris* designer 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)

**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