



Bursting at the seams, LG Fashion Week designs New Venue! LG Fashion Week Beauty by L'Oréal Paris

For immediate release – September 4th 2009 – Toronto, ON - The Fashion Design Council of Canada (FDCC) today announced that *LG Fashion Week Beauty by L'Oréal Paris* is moving to a brand new location in the stylish neighbourhood of King West at 1030 King Street West.

“I am pleased to announce that we are moving to a new venue and creating a new home for the collections. The event has grown significantly and we are exhilarated by the opportunity to expand the space and allow for more participating designers, audiences and to keep our runway to the world totally fresh and current,” says Robin Kay, President of the Fashion Design Council of Canada, and Executive Director LG Fashion Week.

The Spring 2010 Collections, unveiled the week of October 19th-24th, will come alive with all things fashion on King Street West. Utilizing the entire **2 acres** of the new site, the FDCC has forwarded their fashionable footprint West with a new layout which utilizes the original Roman-styled structure and columns while seamlessly integrating the addition of the signature fashion tents.

The new layout, comprised of the tents and permanent structure, will add the opportunity and ability to create new spaces for new events at *LG Fashion Week*. From the 15,000 square foot networking environment to the larger Runway Room the FDCC believes the on-street location will provide easy access for all industry to attend. The new location will further position *LG Fashion Week* as the leading event in arts and culture as it will feed directly from this vibrant area, drawing even more attention to this prominent corner, the future site of DNA phase 3 condominiums, www.dnacondos.com.

“We at LG Canada are thrilled at the opportunity provided by this new venue and location, in and among those in the fashionable King West district,” says Frank Lee, Senior Marketing Manager, Communication and Sponsorship, “It is no small achievement on the part of the FDCC to find a location worthy of such a world class event. We look forward to hosting the most fashionable people on the planet in this remarkable new setting.”

“L'Oréal Paris is particularly excited that the new location's Makeup and Hair space will feature a large window to provide passers-by a never before seen glimpse at the runway beauty magic unfolding at the hands of our Beauty Team,” says Anik Gagnon, Communications Director for L'Oréal Paris.

The participating designers this season are:

· VATA Brasil · LIZARES · TRAVIS TADDEO · Jason Meyers · Barbie by David Dixon · David Dixon · Andy Thê-Anh · Bustle · LOVAS Wesley Badanjak · Aime · Katrina Tuttle · Evan Biddell · Pink Tartan · Joe Fresh Style · Frame · Dare to Wear Love · Attitude. Only at Sears. · Sculptz Shapewear · Micalla · Rain Anthology · réva mivasagar · Cheri Milaney · RUDSAK · NADA · Romona Keveza Collection · Vibgyor · Brandon R. Dwyer · Jessica Biffi · Ula Zukowska · Lucian Matis · Pat McDonagh · Dare to Wear Love · Gotstyle Menswear Made in Canada ·

Registration for LG Fashion Week Beauty by L'Oréal Paris is live on the newly designed www.lgfashionweek.ca! Passes for media, industry, and general registration can be purchased online at www.lgfashionweek.ca. Limited general passes available per show. For additional information contact the FDCC, info@fdcc.ca, 416-922-3322.

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 of Canada

L'Oréal Paris is a division of L'Oréal Canada, a wholly-owned subsidiary of L'Oréal Group. Celebrating its 100th anniversary this year, the L'Oréal group is the largest cosmetics company in the world. Headquartered in Montreal, L'Oréal Canada had sales of \$846 million in 2008 and employs 1,200 people. The company's prestigious brand portfolio of over 25 brands encompasses all aspects of beauty.

About the Fashion Design Council of Canada (FDCC) Established 1999

The Fashion Design Council of Canada is a non-governmental, not-for-profit national association directed towards fashion designers and the industry at large to brand and exercise their commercial viability both nationally and globally. The FDCC has created a successful Fashion Week, now in its 11th, year that commands international respect, economic trade, and profile of our industry and designers. LG Fashion Week, beauty by L'Oréal Paris, the second largest Fashion Week in North America, is the recognized bi-annual fashion event for our industry. For more information visit www.lgfashionweek.ca.

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

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

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