



## Oh Whatever Shall I WEAR? WEAR LOVE!

*Overflowing with Fashion - Packed Schedule Announced for  
LG Fashion Week beauty by L'Oréal Paris*

(For immediate release – September 16<sup>th</sup> 2009 - Toronto, Canada) - Today the Fashion Design Council of Canada (FDCC) hosted an exclusive media and sponsor breakfast officially announcing the *LG Fashion Week beauty by L'Oréal Paris* theme, schedule and details about the fashionable new venue.

Robin Kay, President of the FDCC, welcomed media, sponsors and special friends of fashion in the heart of Yorkville, The Hazelton Hotel ([www.thehazeltonhotel.com](http://www.thehazeltonhotel.com)) to announce this season's theme WEAR LOVE.

"WEAR LOVE is the continued praise and tangible encouragement for the fashion industry, the designers, the sponsors, and the players that make the entire fashion machine move with force," said Robin Kay. "How nice to enjoy what we focus on, the highlight of the season, LG Fashion Week beauty by L'Oreal Paris."

WEAR LOVE will be celebrated during the Opening Night Gala, *Wear Love Alive*. An evening celebrating the participation of sponsors, LG Canada and L'Oreal Paris, including the presence of and a runway presentation from the Stratford Shakespeare Festival.

During *LG Fashion Week*, October 19<sup>th</sup> - 24<sup>th</sup> 2009, the industry, media and consumers will congregate for the 21<sup>st</sup> consecutive season of Fashion Week for over fifty runway shows over five days. Enlarged layouts of the new venue unveiled at the breakfast showcased the new massive fashionable tents which will be built in conjunction with the revamped permanent structure set to welcome the national and international industry.

"I would like to congratulate the FDCC, the designers, industry and sponsors on building a world -class event that garners global respect and continues to profile our industry," stated Joseph Mimran, Creative Director Joe Fresh Style, and Chair of the FDCC.

Last season, *LG Fashion Week* garnered over 321 million media impressions, propelling the international event forward. This season attendees will see a packed schedule including international designers from India, Dubai, and the United States, as well as Canadian talent from coast to coast.

Registration for media, industry and consumers, is available now online at [www.lgfashionweek.ca](http://www.lgfashionweek.ca)! Limited general passes available per show. For additional information contact the FDCC, [info@fdcc.ca](mailto:info@fdcc.ca) 416-922-3322 or visit [www.lgfashionweek.ca](http://www.lgfashionweek.ca).

# LG Fashion Week Beauty by L'Oreal Paris Calendar of Shows and Events

## MONDAY OCTOBER 19 (By Invitation Only)

4:00 pm • VAWK by Sunny Fong  
*Art Gallery of Ontario*

5:30 pm • Holt Renfrew Media Cocktail  
*Holt Renfrew 50 Bloor Street West*

### OPENING NIGHT WEAR LOVE ALIVE 1030 KING STREET WEST

8:30 PM • Cinematic Style: LG Product Launch

*FASHION ENVIRONMENT*

9:30 PM • On the Runway.....

FDCC Designer Development Fund Announcement

100 years of Beauty by L'Oreal Paris

Stratford Shakespeare Festival "Wear Love Alive"

## TUESDAY OCTOBER 20

2:00 pm • VATA Brasil

3:00 pm • LIZARES

4:00 pm • TRAVIS TADDEO

5:00 pm • Jason Meyers

6:00 pm • Barbie by David Dixon

7:00 pm • David Dixon

8:00 pm • Andy The-Anh

*\*SHOWROOM*

9:00 pm • Bustle

10:00 pm • OCAD Fashion Forward Exhibit Opening Reception

*OCAD Professional Gallery 100 McCaul Street*

## WEDNESDAY OCTOBER 21

1:00 pm • HOT LIGHTS Canadian Fashion Photography Panel, Hosted by The Advocates

*SHOWROOM*

2:00 pm • Paul Hardy

3:00 pm • réva mivasagar

4:00 pm • LOVAS Wesley Badanjak

5:00 pm • Katrina Tuttle

5:30 pm • Sculptz Legwear & Shapewear Collections

*\*SHOWROOM*

6:30 pm • Attitude. Only at Sears.

8:00 pm • Pink Tartan

9:15 pm • Joe Fresh Style

## THURSDAY OCTOBER 22

2:00 pm • Vibgyor

3:00 pm • Rain Anthology

4:00 pm • Aime

4:30 pm • Micalla

*FASHION ENVIRONMENT*

5:00 pm • Cheri Milaney

5:30 pm • Mobile Style: LG Product Launch

*FASHION ENVIRONMENT*

6:00 pm • Evan Biddell

7:00 pm • RUDSAK

7:30 pm • VIA Rail Announcement

*FASHION ENVIRONMENT*

8:00 pm • NADA

9:00 pm • Romona Keveza Collection

9:30 pm • FILM SCREENING

## FRIDAY OCTOBER 23

2:00 pm • Frame

3:00 pm • Brandon R. Dwyer

4:00 pm • Jessica Biffi

5:00 pm • Ula Zukowska

6:00 pm • Gotstyle Menswear Made in Canada

7:00 pm • Lucian Matis

8:00 pm • Pat McDonagh

9:00 pm • Dare to Wear Love, Produced by Hoax Couture

10:00 pm • Dare to Wear Love After Party

## SATURDAY OCTOBER 24

9:00 pm • LG Fashion Week beauty by L'Oreal Paris Closing Night Party

*MUZIK*

**\*SHOWROOM** events are by invitation only **CALENDAR IS SUBJECT TO CHANGE**

## **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 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 11<sup>th</sup>, 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](http://www.lgfashionweek.ca).

**Fashion Design Council of Canada:** For *LG Fashion Week beauty by L'Oreal 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 - 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)

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