



WEAR LOVE SPONSOR LOVE

How Stylish Sponsors WEAR LOVE at LG Fashion Week beauty by L'Oréal Paris

(For immediate release – September 28th 2009- Toronto, ON) The Fashion Design Council of Canada (FDCC) is pleased to announce that the event sponsors will WEAR LOVE through an array of activations and programs during *LG Fashion Week* October 19th-24th 2009. The exciting and stylish programming will bring to life cutting-edge electronics, never before seen product launches, the quintessential beauty brand, and a myriad of authentic activations throughout the week.

“In this 21st consecutive season of Fashion Week, LG has taken front row and will be leading fashion technology with the launch of two super fashionable products, all of the seriously stylish must have,” said Robin Kay, President Fashion Design Council of Canada.

LG Canada fashionably struts into its second season as title sponsor of *LG Fashion Week*. In keeping with new traditions, the week will feature a number of product launches, installations and activations for media, industry influencers and designers to enjoy. This season, LG will showcase the perfect balance of innovation, quality and fashion forward design through relevant and timely products to ensure that Life's Good.

“In celebration of L'Oréal's 100th anniversary, L'Oréal Paris' onsite lounge will feature an array of vintage advertisements from the past century, displays of its most iconic beauty products, and complimentary hair and makeup touch-ups for attendees”, indicates Anik Gagnon, Communications Director for L'Oréal Paris. “Additionally, as part of the Opening Night celebrations, L'Oréal Paris will present a runway-vignette highlighting 100 years of beauty.”

Throughout the week, the L'Oréal Paris beauty team will be instrumental in creating all the runway beauty looks for the more than 500 models participating in the event. For the first time, their backstage magic will be viewable at street level through a large window in the new Hair and Makeup space at the new King Street *LG Fashion Week* location.

Lincoln is proud to make a mark on *LG Fashion Week beauty by L'Oréal Paris* in October to showcase its great line-up of vehicles, including the all-new Lincoln MKT. Lincoln will be bringing an exclusive luxury experience to *LG Fashion Week* attendees as the sponsor of the Lincoln Luxury Lounge, which will be a great place to take in all that is happening in the Fashion Environment. Lincoln will also make a mark on the runway with the Lincoln Front Row seats and will be sure to provide the best views of the newest spring fashion collections.

DHL is designed to deliver your collection to the world. With unrivalled worldwide coverage, tailored solutions and industry specialists, DHL has got what it takes to set the pace in the world of fashion. Whether it's around the corner or the globe, we deliver the latest looks to the runway. DHL - proud to be the Official Logistics Partner of Fashion Week worldwide.

Rowenta, the world's leading premium garment care company, is proud to return as Official Garment Care Provider to *LG Fashion Week*. From backstage to the runway - its superior steamers and irons are the tools of choice among Canada's top designers and stylists, for perfect results at the touch of a trigger. Additional information is available at

www.rowenta.ca. New this season, Rowenta is thrilled to announce the exclusive North American launch of Rowenta Beauty luxury hair care tools at *LG Fashion Week beauty by L'Oréal Paris* as Official Hair Care Tools Provider. Drop by the Rowenta Beauty space in the Fashion Environment for a quick hair touch up between shows, and to check out the latest looks for the coming season. Rowenta Beauty luxury hair care tools are available in salons this fall
www.rowentabeauty.ca

Cashmere, Canada's best-selling brand of bathroom tissue, is known for supporting Canadian fashion and celebrating the softest feeling next to your skin with its annual White Cashmere Collection. This fall, they're partnering with the FDCC to bring Cashmere's trademark softness and luxury to *LG Fashion Week Beauty by L'Oreal Paris* with the exclusive "Cashmere Washrooms." Finally, Fashion Week will have facilities worthy of a fashionista!

Effortlessly chic Italian beer brand, Peroni Nastro Azzurro, is proud to show its continued support of the FDCC and Canadian design community as the official beer of *LG Fashion Week Beauty by L'Oreal Paris' Spring 2010 Collections*. Recognized as a stylish trendsetter in the lager arena, Peroni Nastro Azzurro will bring a splash of Italian style and sophistication to this fall's highly-anticipated Fashion Week.

WEAR LOVE, and protect what you love! WOOLITE® laundry detergents help keep all your clothes looking newer, longer. WOOLITE® is proud to be the official supplier of *LG Fashion Week Beauty by L'Oreal Paris*. For more information visit www.woolite.ca.

With more than 240 shops and services including luxury retailers Tiffany & Co., Burberry, Crate & Barrel, Apple, Holt Renfrew and Hugo Boss, Yorkdale Shopping Centre is Canada's premier fashion destination. We are passionate about fashion and our dedication to elevating the shopping experience for our shoppers is evident in our exceptional mix of retailers and excellent customer service, including valet marketing, wardrobe planning service and assisted shopping to name a few. Located at the 401 and Dufferin Street, Yorkdale is now open between 11 a.m. – 8 p.m. every Sunday. Yorkdale is proud to be an official sponsor of *LG Fashion Week beauty by L'Oréal Paris*.

VIA Rail Canada provides efficient, environmentally sustainable and cost effective passenger transportation to more than 450 communities nationwide as well as unique and memorable cross country rail experiences for travelers worldwide. "VIA Rail is proud to be a partner in this initiative to help promote Canadian designers and their work," said Steve Del Bosco, VIA's chief Customer Officer. VIA Rail Canada is a proud sponsor of *LG Fashion Week beauty by L'Oréal Paris*.

Town Shoes....runway fashions, without the runway prices. Town Shoes has been strutting stilettos down the runway and has been a proud official supplier of *LG Fashion Week beauty by L'Oréal Paris* for the past 20 seasons.

Air France, a living emblem of French elegance through its collaboration with the greats of the world of haute couture, is proud to support the 2009 *LG Fashion Week beauty by L'Oreal Paris*.

As a proud sponsor of *LG Fashion Week Beauty by L'Oreal Paris*, Schick Quattro for Women will be adding some smooth and sexy style to this fall's event in a bold new way. Schick Quattro for Women razors FREE YOUR SKIN, making you sleek, smooth and ready to wear the most fabulous spring fashions and with a bold new model on this year's runway it promises to be an instant hit.

Registration for *LG Fashion Week beauty by L'Oreal Paris* passes is open online at 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.

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.

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

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

IMG WORLD: For sponsorship inquiries, please contact- Sam Galet 416 960-5312x136 sam.galet@imgworld.com

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