



WEAR LOVE OFF THE RUNWAY

LG Fashion Week beauty by L'Oréal Paris

(For immediate release – October 7th 2009- Toronto, ON) The Fashion Design Council of Canada (FDCC) has created an explosive calendar of events from runway shows to networking events, panel discussions to onsite gallery exhibitions, truly taking *LG Fashion Week beauty by L'Oréal Paris* beyond the runway.

LG Electronics Canada will WEAR LOVE on and off the runway this season beginning on Monday, October 19, 2009 at 8:30 p.m. with *Cinematic Style: LG Product Launch* in the Fashion Environment. On Thursday, October 22, 2009, LG will host *Mobile Style: LG Product Launch* in the Fashion Environment. The LG Booth, located in the Fashion Environment will be open throughout the week, and invites LG Fashion Week guests to stop by and experience LG's most stylish and innovative technology.

Holt Renfrew, Canada's leading specialty retailer, is proud to host the *LG Fashion Week beauty by L'Oréal Paris* kick-off media cocktail on Monday, October 19 from 5:30 – 7 PM. The event will feature fashion presentations from a group of Holt Renfrew's Canadian designers as they present highlights of their spring 2010 collections in the Bloor Street store. This event is by invitation only.

Last March the Fashion Design Council of Canada announced the beginning of the FDCC Designer Development Fund, a fund to support the future of Canadian design by providing financial support to one Canadian designer, sponsorship of their runway fee for the March 2010 season of *LG Fashion Week beauty by L'Oréal Paris*, L'Oréal Paris will offer the services of its beauty team once during 2010 to the winner for a project of the winner's choice, and the recipient will receive editorial coverage in Canada's fashion authority, FLARE Magazine. The recipient of the inaugural FDDF award will be announced at the Opening Night Gala with the seven finalist designers and jury present.

With the phenomenal success of her debut appearance last season, Barbie® is excited to return to *LG Fashion Week*. Barbie has worn the creations of some of the world's most famous fashion designers and is a pop culture icon for girls of all ages worldwide - but even at 50, she is nowhere close to retirement! The 11.5" fashionista has created her first ever music and dance video, is launching the new line of Barbie® Fashionista™ poseable dolls and will showcase her second collaboration with designer David Dixon. Mattel is thrilled to join the FDCC and other dedicated partners to WEAR LOVE this season by celebrating the ever-evolving style of the world's most popular doll.

On Thursday, October 22nd at 3:30PM, VIA Rail Canada will announce the winner of the VIA Rail Uniform Design contest. Launched at last year's *LG Fashion Week beauty by L'Oréal Paris*, the FDCC and VIA Rail invited Canadian designers to showcase their talent and create a new design concept for the company's front-line employee's uniform. All three finalists will be on hand, and their design images on display. The winning concept will serve as inspiration for the new uniform design, which is expected to be launched in 2012. With some 503 intercity, transcontinental and regional trains from coast to coast across a 12,500 km network, VIA's new uniforms will be showcased to Canadians from coast to coast.

During the week of *LG Fashion Week Beauty by L'Oréal Paris*, Yorkdale Shopping Centre will be bringing the exclusive fashion world to the masses by creating various photo shoots in the centre court of the mall each day. These shoots will incorporate up and coming photographers and models from Elite Model Management, stylists from the Plutino Group, as well as a different product from participating sponsors. After all shoots are taken, the best picture from each day will be uploaded to www.lgfashionweek.ca where they will be voted on by the public. The shot with the most votes will be awarded recognition in an upcoming edition of LUSH magazine with the photographer, model, stylist, and product being profiled.

Andy Th -Anh will be presenting an intimate off runway show in the SHOWROOM space on Tuesday October 20th at 8:00PM. The Vietnam born designer will bring his unique luxury ascetic to a private group of VIPs as one of the most coveted invitations of the week (www.andytheanh.com).

CTV's **FASHIONTELEVISION** (FT) returns as official broadcast sponsor of Toronto's *LG Fashion Week beauty by L'Oréal Paris*. The only fashion media outlet housed on-site, FT broadcasts all-week long from 1030 King Street West to deliver unprecedented access and first-look into the Spring/Summer 2010 collections. Daily half-hour wrap-ups titled **FASHIONTELEVISION PRESENTS: LG FASHION WEEK IN TORONTO** air **October 22–24 at 10 a.m. ET** on STAR! and **3:30 p.m. ET** on FashionTelevisionChannel. CTV's **IN FASHION** recaps the entire week in one jam-packed episode airing **Sunday, October 25 at 5 p.m. ET** on CTV.

FT spotlights Canadian designers and puts viewers in the middle of all the action. Style experts Jeanne Beker, Glen Baxter and Mary Kitchen deliver exclusive model profiles, backstage highlights and conduct one-on-one interviews with key industry players. For more FT programming information and up-to-the minute updates surrounding Toronto's LG Fashion Week including exclusive blogs, photos and videos, log onto www.fashiontelevision.com. Fashionistas can also follow Jeanne Beker on Twitter [@Jeanne_Beker](https://twitter.com/Jeanne_Beker), as the style icon tweets directly from the runways.

The Ontario College of Art and Design will be presenting an offsite opening reception for their innovative exhibit *Fashion Forward* on Tuesday October 30th at 10:00PM, 100 McCaul Street. *Fashion Forward* explores social responsiveness in Toronto's fashion community. OCAD's Professional Gallery exhibits nationally and internationally significant art and design. Admission is free, www.ocad.ca.

On Wednesday at 5:30PM in the SHOWROOM, SCULPTZ® Legwear & Shapewear Collection will unveil the Canadian debut their luxurious, fashionable legwear that helps make every look complete. Using innovative manufacturing techniques to ensure consistent fit, SCULPTZ® is a trusted name in style, comfort and durability having produced 1 billion pairs of legwear to date.

HOT LIGHTS is brought to you by The Advocates, producers of *LG Fashion Week beauty by L'Oréal Paris's* first photography gala event, WOMEN x WOMEN. The limited edition HOT LIGHTS art book will feature the work and inspiration of six of the hottest young stars in Canadian fashion photography: Caitlin Cronenberg, Mackenzie Duncan, Francisco Garcia, Lily & Lilac and Troy Moth. The media event to spotlight HOT LIGHTS at LG Fashion Week will take the form of a panel discussion with the photographers about what inspires them, hosted by Canadian Supermodel, Stacey McKenzie.

Fashion Group International (FGI) will host a VIP industry and members Speed Networking event in the VIP Lounge on Thursday October 22nd at 11:00AM. Attendees will include designers, retailers, buyers, stylists, editors, PR experts, production pros, brand gurus, sponsors, showroom reps and more. Admission free for LG Fashion Week attendees and FGI members.

The Romanian Designer & Manufacturer Delegation will bring together 10 Romanian brands ranging from luxurious outerwear, to menswear to casual wear and evening in the SHOWROOM on Thursday October 22nd. From 1:00PM to 3:30PM buyers and media will be hosted to meet the leading designers from Romanian and view their collections in a relaxed intimate setting.

On Friday October 23rd Dare to Wear Love will hold an explosive onsite party. The Dare to Wear Love program, led by HOAX Couture, is bringing 25 talented Canadian designers together to raise funds and awareness for the important Stephen Lewis Foundation (www.daretowearlove.com).

Returning to the calendar MUZIK, the 41,000 square foot luxury nightlife venue, will host the LG Fashion Week beauty by L'Oréal Paris Official Closing Night Party (www.muzikclubs.com).

Registration for *LG Fashion Week beauty by L'Oréal 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