



## **MORE SEATS, MORE SHOWS, MORE LOVE!**

*Love is in the air and on the runway at LG Fashion Week Beauty by L'Oréal Paris*

*WEAR LOVE October 19<sup>th</sup> -24<sup>th</sup> 2009*

(For immediate release – October 16<sup>th</sup> 2009- Toronto, ON) *LG Fashion Week Beauty by L'Oréal Paris* is just around the corner and the Fashion Design Council of Canada (FDCC) has announced more seats, more shows and more LOVE this season, in anticipation of opening the catwalk Monday October 19<sup>th</sup>.

The FDCC has increased the seating in the Runway Room from six hundred to one thousand seats. A momentous increase that will mean designers can reach a greater audience, engage more media and industry as well as offer increased public access for the shows. This season, every seat is front row!

The Opening Night Gala will take advantage of the increased space beginning with an exclusive evening of celebrity guests, musicians and elite industry in attendance for the innovative *LG Cinematic Style Launch*. Then ON THE RUNWAY with an artistic and glamorous show from L'Oréal Paris followed by the FDCC Designer Development Fund inaugural recipient award announcement. The evening will close with Stratford's Shakespeare costumes made modern in a show sure to stir theatrical fashion drama on the runway.

The designer shows kick off at 2:00pm Tuesday October 20<sup>th</sup> with VATA Brasil. 32 shows will run throughout the week with returning icons Pink Tartan, Joe Fresh, David Dixon, Pat McDonagh, Paul Hardy, edgy trendsetters TRAVIS TADDEO, Evan Biddell, Jessica Biffi right through to the luxury romantics Andy The-Anh, Lucian Matis, NADA and Romona Keveza.

More seating also means more LOVE from *LG Fashion Week*, adding to the calendar the Roberto Cavalli Luxury Life Brands show at 1:00pm on Friday October 23rd.

*The Romanian Designers & Manufacturers Delegation*, organized under the joint co-ordination of the Ministry for SMEs, Trade and Business Environment, The Romanian Trade Promotion Center and The Employers' Federation of Textiles, Clothing and Leather Industry - FEPAIUS, will be held on Thursday October 22<sup>nd</sup>, from 12:30pm to 3:30pm at *LG Fashion Week Beauty by L'Oréal Paris*. The delegation's members are general managers and directors of important Romanian companies in the textile industry, knitwear goods, ready-made clothes, and the leather goods industry.

After the success of the Valentino screening last March, the FDCC is pleased to bring to the week events the captivating documentary, *The September Issue*, on Thursday October 22<sup>nd</sup> at 9:30pm. This film is an exclusive behind the scenes look at the making of the September Issue of VOGUE with candid footage of Anna Wintour and her team at work and brought to *LG Fashion Week* by E1 Entertainment. Passes for *The September Issue* screening available at [www.lgfashionweek.ca](http://www.lgfashionweek.ca) under consumer registration.

The week will close with the *Dare to Wear Love* show, bringing support and awareness to the Stephen Lewis Foundation. *Dare to Wear Love* will showcase the talents of twenty-five Canadian designers who have designed dresses from African fabrics and dare the audience to raise money and awareness ([www.daretowearlove.com](http://www.daretowearlove.com)).

Registration for *LG Fashion Week Beauty by L'Oréal Paris* passes is open online at [www.lgfashionweek.ca](http://www.lgfashionweek.ca)!  
Consumer tickets are not available for by-invitation-only show as listed on the *LG Fashion Week beauty by L'Oreal Paris* calendar ([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 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).

**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](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)