



Spring 2010 Collections speak WEAR LOVE

Highest attendance, runway shows and events to date, 16,000 seating increase, Wrap Up LG Fashion Week beauty by L'Oréal Paris October 19th-24th in Toronto, Canada

(For immediate release – November 6th - Toronto, ON) The Fashion Design Council of Canada (FDCC) and key partners today announced *LG Fashion Week beauty by L'Oréal Paris* October 2009 to be the most successful in the history of the event. With the largest attendance to date for the Spring/Summer 2010 Collections the week enabled over 75 designers to show in just 5 days, and a truly global fashion community to congregate for a week of explosive runway shows, networking events and receptions. In a record breaking week, the FDCC realized a 300% increase of attendance, including international media from RAI TV in Italy, New York's Huffington Post and the New York Fashion Week Daily, LA's Hollywood Trend Report and Moda Diffusione from Columbia, this season also marked the inaugural edition of the *LG Fashion Week Daily* produced out of New York, key publication for anyone in or interested in fashion.

"The FDCC is proud to expose, educate and entertain. I am beyond satisfied that our objective of increased capacity and exposure for Canadian and international designers and stronger consumer awareness through our media partners has been realized," said Robin Kay, President of the Fashion Design Council of Canada. "Our attendance this past week has in fact tripled and we will set a new bar again for March 2010."

The runway shows sizzled and included an equally hot front row of celebrities and a who's who of audience members. *So You Think You Can Dance Canada* host Leah Miller was joined by judges, Blake McGrath, Tre Armstrong, Luther Brown and Jean Marc Généreux at the Opening Night Gala featuring a runway show celebrating 100 years of L'Oréal Paris followed by a dramatic presentation of Stratford's Shakespeare costumes styled with modern Canadian designers. Stratford truly brought theatrical drama to the runway.

Other noteworthy guests of *LG Fashion Week* include funny-man Rick Mercer who walked the runway in the Bustle menswear show as well as attended a number of the week's events. Musical guests Jully Black, Jarvis Church, Molly Johnson and Sam Sarpong as well as Ben Mulrone, Jian Ghomeshi, Degraasi alum and members of the international fashion industry scene frequented the tents.

Throughout the week the events and shows brought together a whole lot of LOVE at 1030 King Street West, making use of the 5000 additional square feet provided at the new venue. The new space had over four hundred additional seats in the runway room equalling over 16,000 additional attendees, and 40,000 total audience members viewing the shows over the course of the event.

Another milestone realized was the inaugural FDCC Designer Development Fund (FDDF) award, announced at the Opening Night Gala on Monday October 19th by FDDF juror Lisa Tant – Editor in Chief of *FLARE Magazine*. The talented inaugural recipient, Lucian Matis, was announced to a flurry of praise. "It is a great honour to receive the inaugural FDDF award, adjudicated by such a prestigious panel of industry professionals," said Lucian Matis. "I was surprised to hear my name as the winner when I was competing against so much Canadian talent. This fund will allow me to grow my business into new markets."

Throughout the event title sponsor, LG Electronics Canada, proved that when you WEAR LOVE, Life's Good. LG brought electronic style to the event and the runway with the successful and well attended launches of two revolutionary new LG products, which included the highly anticipated New Chocolate phone and the sleek and stylish SL80 virtually borderless televisions.

Dare To Wear Love closed the week's runway shows with an inspiring presentation from 25 Canadian designers in support of the Stephen Lewis Foundation. Mr. Lewis provided an inspiring account of his experience in Africa and the importance of the support his fund provides before a choir and African musicians set the stage for the runway creations.

The Fashion Design Council of Canada is looking forward to increased growth and success for the March 2010 season. Photos and Videos of the Spring/Summer 2010 Collections for this season's event can be found 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:

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