



NEWS RELEASE

ATTENTION TORONTONIANS: Get ready to be dazzled as the largest outdoor fashion celebration in North America struts into Yonge-Dundas Square today

The first edition of the FASHION AND DESIGN FESTIVAL – TORONTO from August 23rd to 25th

(Toronto, August 23, 2007) – The runway is up, the models have been fitted, the bands are done rehearsing... Toronto’s Yonge-Dundas Square is having a make-over and will be moving to a different vibe for the three day festival kicking-off today.

The first edition of the Fashion and Design Festival, in collaboration with the Bay, promises to be a dream come true for Toronto fashion lovers. 25 shows and 55 models bringing together more than 130 of the biggest names in fashion along with the most respected brands to the beats of live DJs and music performers. The Festival aims to bring fashion directly to the people who wear and make the trends while introducing them to some of Canada’s best kept fashion secrets.

“The team is eager to sweep Torontonians off their feet”, explains Chantal Durivage, President and co-founder of Sensation Mode, one of the most successful event producers in Canada. “This will be the biggest outdoor fashion event Toronto has ever seen and we are excited to bring it free of charge for all Torontonians to enjoy. This *fashiontainment* event is designed to deliver a unique experience to festival-goers who will get a chance to enjoy world-class shows and to eye models either stage-side or from one of the Festival’s patios.”

Yonge-Dundas Square transformed into Canada’s fashion central

In addition to presenting some of Canada’s top designer labels, the three-day festival will showcase more than 75 established designers from across Canada and the latest collections of high-profile retailers such as the Bay, Liz Claiborne, RW & Co, Guess, Roots, MEXX, Tommy Hilfiger, Esprit, Foxy Jeans, French Connection, Le Château and many others. In addition, the Festival also turns the spotlight on talented local designers and the new generation of industry professionals by allowing local fashion schools and upcoming designers from the Toronto Fashion Incubator to have centre stage in order for their future clients to appreciate their *savoir-faire* first hand!”





The Bay: collaborator of distinction

The Bay – Canada’s oldest and largest retailer - is pleased to be associated with the Toronto edition of a Festival that turns fashion into a major public happening! During the Fashion and Design Festival, the Bay will present three fashion shows: Sexy has no expiry date (women’s collections), A day in the life of the Toronto Man (menswear) and I’d rather be chic (women’s street wear). Featuring the trendiest styles of the Fall-Winter 2007/2008 season the Bay will offer free one-on-one beauty consultations and make-up touch-ups at its exclusive Beauty Bar.

“The idea of bringing fashion to the people who buy and set the trends would not be possible without the invaluable support of prestigious sponsors such as The Bay”, explains Jean-Francois Daviau, Co-president and Founder of Sensation Mode. An event of this magnitude has had a significant impact on the economy of all the cities where we’ve produced a show of this calibre. We are proud that our formula has been giving participants substantial return on their investment and has generated dramatically noticeable traffic for our partners at retail”

THE NOT TO BE MISSED EVENTS:

August 23rd

At 8:30 p.m.: I LOVE KYOTO: ETHICAL FASHION SHOW

Reflecting the worldwide trend towards preserving the environment, the Festival presents I Love Kyoto, a show spotlighting ethical labels at the cutting edge of fashion such as Preloved, 88 Queen Street, Thieves, Revolve Clothing, Second and Paper people clothing to only name a few. Team Canada, featuring DJ Grandtheft, will provide a musical backdrop for this one-of-a-kind fashion show with a performance that skilfully combines various musical styles and a multi-media presentation of striking images.

At 10:00 p.m.: HIGHLIGHT TORONTO

Promising to be a memorable experience, Highlight Toronto will unfold a series of snapshots from the most stunning collections of local designers including Arthur Mendonça, David Dixon, Izzy Camilleri, Joeffer Caoc, Jamil Juma and Pink Tartan. Guaranteed to delight, this eclectic combination of fashion and music will capture the energy of the vibrant local fashion scene. The chef-d'oeuvres of Toronto’s hottest designers will be showcased to the sounds of King Sunshine.





August 24th

At 9:30 p.m.: FRENCH KISS

French Kiss is a celebration of design whose French flavour is a tip of the hat to the city where it first all started. French Kiss will feature the creations of 50 top Quebec designers such as Aqualara, Cluc Couture, Dubuc, Envers par Yves Jean Lacasse, Marie Saint Pierre, Muse par Christian Chenail, Rudsak Collection, Rush Couture and Touch of Me to only name a few. Ariane Moffatt, DJ Killa-Jewel and Plaster band are scheduled to rock the house!

August 25th

At 1:00 p.m.: FASHION SCHOOLS SPECIAL

The biggest talent of Toronto's next generation of industry professionals will come together to demonstrate their creativity in this event featuring the designs of students from the International Academy of Design, George Brown College, and Seneca College.

At 7:00 p.m.: TORONTO FASHION INCUBATOR SPECIAL

To celebrate the Incubator's 20th anniversary, 9 of their protégés will present their lines and prove they have their place amongst the fashion community. Toronto Fashion Incubator – the first ever “fashion incubator” in the world - has been supporting the Canadian fashion industry and assisting new designers and entrepreneurs to develop creativity and business skills since 1987.

At 10:00 p.m.: LINGERIE SPECIAL: The show that will make you blush

Get ready to be seduced by the elegance of lingerie of some of the world's top lingerie labels! The Lingerie Special, to the rhythm of Lost Heroes featuring iconic DJ Christian Pronovost, is bound to capture the essence of femininity and sensuality with alluring undergarments that will release the femme fatale that lies within!

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Source: Sensation Mode
www.sensationmode.com

To organized an interview, to request photography, media accreditation or for additional information about the Fashion and Design Festival – Toronto, please contact the team at The PR Department. Tel.: 416-535-3939. Email: info@prdepartment.ca.

