



NEWS RELEASE

**The countdown has started:
Only 13 days left before the largest fashion celebration in
North America struts into Toronto**

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

(Toronto, August 10, 2007) - From August 23 to 25, North America's largest fashion festival will transform Toronto's Yonge-Dundas Square into a flamboyant catwalk. A dream come true for fashion lovers, the first edition of the **Fashion and Design Festival – Toronto**, in collaboration with the Bay, will feature three days of cutting-edge fashion and music, bringing fashion directly to the people who wear and make the trends happen.

"The team is putting the final touches on the program and are eager to sweep Torontonians off their feet", describes 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: 25 shows featuring more than 50 models, bringing together the biggest names in Canadian fashion along with the most respected brands to offer consumers a look at all the latest trends – all free of charge."

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, all to the beats of renowned DJs and live music performers. Designed to deliver a unique experience, festival-goers will get a chance to enjoy world-class shows and to eye models either stage-side or from one of the Festival's fantastic patios.

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!"

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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 and Paper people clothing. 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.

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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 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 1:00 p.m.: FASHION SCHOOL SPECIAL

The most talented of tomorrow's fashion 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 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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** A detailed program is attached

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.



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