

STYLE CANADA PRESS CENTRE

Addition Elle, Penningtons and MXM add a beautiful PLUS to LG Fashion Week Beauty by L'Oréal

By FDCC

Dated March 3, 2009

The Fashion Design Council of Canada is pleased to announce the inclusion of a fabulous first time event, announcing the winner of 'Canada's Plus Size Model Search' at LG Fashion Week Beauty by L'Oréal, March, 2009.

Bringing the message that *plus is beautiful*, Addition Elle, Penningtons and MXM (Reitmans Group plus size divisions), in partnership with LOULOU Magazine and Specs Model Management, have launched 'Canada's Plus Size Model Search' to find a fresh, new plus size model and to celebrate full-figured women nation-wide. The ten finalists will be introduced at an informal presentation and cocktail reception on Wednesday, March 18th, 5:30pm in the Fashion Environment at LG Fashion Week Beauty by L'Oréal where the winner will be announced. Canada's Plus Size Model will receive a one-year model contract with Specs Model Management; a \$2,500 Addition Elle, Penningtons or MXM Shopping Spree and a chance to appear in a company advertising campaign, and to be featured in 'LOULOU for YOU' the magazine's plus size supplement.

The Fashion Design Council of Canada is proud to work with Addition Elle, Penningtons, MXM and their partners to bring the exciting finale of Canada's Plus Size Model Search to the LG Fashion Week Beauty by L'Oréal calendar. The Fall 2009 Collections at LG Fashion Week Beauty by L'Oréal will be held in Toronto March 16th-21st 2009 bringing together the fashion elite for a week of runway shows from Canadian and international designers, industry events and the first season of an exclusive buyer area, The Boutique.