

STYLE CANADA PRESS RELEASE

**RECORD-BREAKING ATTENDANCE AT LG FASHION WEEK  
BEAUTY BY L'ORÉAL PARIS MARCH 2009**

*The most attendance in 10 years, international delegates, the announcement of a Designer Fund and lots of love on and off the runway  
LG Fashion Week Fall 2009 Collections wraps with record achievements*

(For immediate release March 30th, 2009) - *LG Fashion Week* Fall 2009 Collections wrapped last week reporting the highest numbers of visitors to date. With an overall attendance increase of 18%, the Fashion Design Council of Canada (FDCC) successfully exceeded its predicted attendance of 25,000, had more sold out shows, and the highest numbers of registered media in the FDCC's 10-year history.

"This was a sensational outpouring of love and support of and from the industry, designers and all of our partners," states Robin Kay, President Fashion Design Council of Canada, Creative Director *LG Fashion Week*. "We look forward to further growth and continued support for the Canadian fashion industry by the FDCC this fall."

This season also marked the largest international delegation, including press from Vogue.com, L'Officiel, Preen, Italian Vogue, Io Donna, Eurowoman, Instyle Spain, Style.com, Brazilian Vogue, Senken Shimbun, Nikkei Net from Japan and more. The international media took in the Canadian and international designers collections stating the importance of attending the global event in the fashion capital of Canada.

"This was an amazing first title sponsor experience," states Frank Lee, Senior Communications Manager, LG Canada. "From opening night to the very last show, everyone in the tents embraced the SHOW LOVE theme which made for an incredible vibe. We're already planning for October and how we can do more with this amazing event."

"The shows were breathtaking this season," said Anik Gagnon, Communications Director, L'Oréal Paris. "We applaud all the designers for their gorgeous collections and give a special accolade to the L'Oréal Paris beauty team who worked tirelessly backstage all week creating the stunning hair and makeup looks that graced the runway."

Another first this season was The Market, the first exclusive buyer environment over three mornings of *LG Fashion Week* with 15 exhibiting designers showing their Fall 2009 Collections for wholesale order. This initiative was extremely successful with many of the participating designers signing accounts and each designer making essential networking connections within the industry. International buyers of note include the General Manager of buying for Selfridges & Co. women's wear and a team from Lord and Taylor.

Furthermore, on Friday March 20, the FDCC, with the support of LG Canada, announced the establishment of the FDCC DESIGNER DEVELOPMENT FUND (FDDF) to assist aspiring

Canadian designers at the early stages of their careers. The Fund, valued at \$10,000, was announced at the FDCC Show Love Media Lunch hosted by Robin Kay, President of FDCC and Creative Director of *LG Fashion Week* and FDCC Chair Joseph Mimram. The FDCC looks forward to the *LG Fashion Week* sponsor partners' support and involvement. The first fund recipient will be announced in October 2009 after an independent jury process.

As always, green was in style and realized at *LG Fashion Week* with the removal of diesel power and the utilization of hydro power developed by Vancouver's Production Power for the 2010 Olympics. This was installed for the first time at *LG Fashion Week* March 2009 and will continue to be a presence in future events

The front row sizzled with prominent guests including Laureen Harper, Howie Mandell, Coco Rocha, Iman, Elisha Cuthbert and more.