



**Celebrating Canada's most prominent and emerging female fashion photographers WxW premieres at LG Fashion Week FW '09**

Offering a fresh perspective in a field heavily dominated by the influence of the male gaze, **WOMEN x WOMEN (WxW)** will showcase photographic works by Canada's most prominent and emerging female fashion photographers. This unique exhibition, taking place at **The Fashion House**, a 3000 sq. ft gallery-like space located at 560 King Street West, will display over 100 works by Canadian female fashion photographers. Each photographer will unveil a never before seen high fashion editorial story that addresses the theme of "Women by Women". The exhibited works will capture beauty, vulnerability, and strength of the model through the photographer's eyes with the artistic direction drawing on the photographer's own memories, style, and dreams.

The **WOMEN x WOMEN** showcase is a powerful addition to LG Fashion Week in Toronto, with a public exhibition being held on **Friday, March 20, 2009** (from noon-6:00PM) and **Saturday, March 21, 2009** (from noon-5:00PM). An invite-only media and industry reception hosted by **In Fashion's Glen Baxter** will take place on **Thursday, March 19, 2009** (from 9:00PM-2:00AM). The reception will include light hors d'oeuvres, cocktails, a guest DJ, and offers guests the opportunity to meet and greet with the photographers behind the imagery.

The committee producing **WOMEN x WOMEN** looks to capture the world's attention by presenting an exclusive showcase of fashion photography from the woman's perspective. Angela Young, Co-Founder and President of the project says, "Fashion photography is a field that has traditionally and continuously been heavily dominated by men. By showcasing the works of female photographers, we hope to inspire the world with a refreshing take on fashion editorials."

This event has been recognized by Robin Kay, President of the Fashion Design Council of Canada, as a brilliant prospective addition to LG Fashion Week, "The Fashion Design Council of Canada is pleased to endorse a brand new project, **WOMEN x WOMEN**. It is the fresh efforts and intelligent energy of a new generation of the fashion community that makes LG Fashion Week in Canada the powerful week that it is. We applaud the organizers of this first photographic exhibit and look forward to a long relationship".

Alice Keith, Co-Founder and Director of **WOMEN x WOMEN**, is also an emerging photographer and recognizes the importance of this event for female photographers, "I think I can speak for all the photographers taking part in this project when I say, we hope this event will shed new light on females in the industry, and perhaps change the way Canadians and the world view fashion photography."