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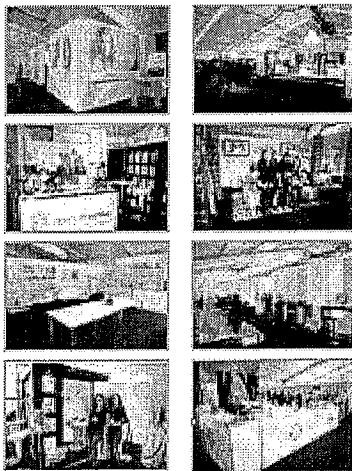
Sponsors Fill Fashion Week Tents With Product Displays, Guest Lounges, and a Cocktail Bar

With all the product giveaways and eye-catching displays, it's hard not to notice who's backing L'Oréal Fashion Week kicked off Monday and runs until Saturday—at Nathan Phillips Square. Makeup artists roaming through the main lip touchups courtesy of L'Oréal, servers dressed in orange wigs hand out bottles of Orangina at mobile soda carts, guests can stop to shop at a jewelry stand featuring designs from Foxy Originals.

Additional displays include a Travel Alberta exhibit promoting tourism in the province, Fashion Television's booth where Jeanne Beker conducts postshow interviews with each designer—and a display from the Italian Chamber of Commerce which sponsored the Talenti Moda Milano show, featuring designs by students from four fashion schools in Milan. In support of Rethink Breast Cancer, Schick Quattro is offering women the opportunity to have a photo taken of their breasts for display on the Booby Wall, a virtual, interactive exhibit created to educate women about early breast cancer detection.

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PHOTO GALLERY



A series of L'Oréal posters hang on the exterior walls of the media lounge inside the main tent.

Photo: George Pimentel

The overall look, created by Rob Dittmer of Three Events, is black and white, accented with purple and magenta. In front of the tent features a glass wall looking out onto the skating rink in Nathan Phillips Square, and two 12- by 25 screens placed at either end of the main tent broadcast interviews and runway shows for guests to watch. A tower of cans of Rich prosecco sits atop a square white bar, bearing the Liberty Group logo.

The media space, sponsored by L'Oréal, is decorated with a stretch spandex wall and includes workstations for journalists they can file on site. Luxe Rentals provided the furniture for the Centre Court in the main tent, which features sleek leather sofas and ottomans on top of a two-foot-high 16- by 16-foot platform. Four columns at each corner of the platform showcase the work of four fashion photographers, commissioned to contribute images for the display. Guests can relax in the Lincoln style lounge, which features two silvery grey sofas, shiny black lamps, and pink roses in black vases as inspired by Pink Tartan's fall 2008 collection.

The 800-square-foot V.I.P. lounge, sponsored by Casalife, also features a black-and-white scheme, with black candles and photos hanging in glass frames on the walls. The simple colour scheme continues in the runway room, which is black and includes a 90-foot-long ground-level runway constructed out of bamboo flooring. —*Susan O'Neill*

RELATED TOPICS *Fashion Week, Travel Alberta, Schick Quattro, Lincoln, Hush Puppies, The Liberty Group, Ora Foxy Originals, Pink Tartan, Fashion Television, Jeanne Beker, Italian Chamber of Commerce*

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