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(Entertainment) Friday, 14 March 2008, 19:05 PST The Canadian Press

Style watchers will be transported on an international and trans-Canada journey from the comfort of their seats when L'Oreal Fashion Week kicks off Monday with presentations of Fall 2008 collections.

A tented space on the doorstep of Toronto's towering City Hall will once again house the semi-annual industry showcase with designers like Russia's Max Chernitsov and Italy's Talenti Moda Milano, featuring graduates from some of Milan's top fashion schools, alongside established and up-and-coming Canadian talent.

Robin Kay, president of the Fashion Design Council of Canada, producers of L'Oreal Fashion Week, said for the 15th edition of the event, themed "Wear in the World!" she made a concerted effort to involve designers from abroad.