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## Wear in the World

*March 12th, 2008*

Toronto, ON – L'Oréal Fashion Week produced by the Fashion Design Council of Canada (FDCC) is set to launch the Fall 2008 Collections beginning March 17 through to March 22, 2008. On-site events run at Nathan Phillips Square March 17– 20.

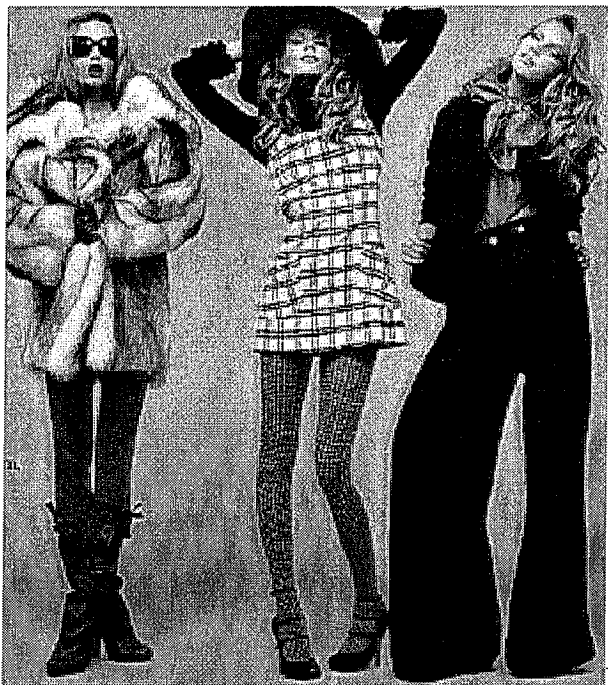


Returning to City Hall, Nathan Phillips Square at 100 Queen Street West, L'Oréal Fashion Week will once again pitch their massive 30,000 square foot fashion tents in the heart of the city.

Recognizing that fashion is a global event, L'Oréal Fashion Week identifies the international fashion community with the tagline Wear in the World! Featuring thirty-three shows and sixty-nine designers, this season will also see more international media and buyers than ever before from countries such as France, Italy, Germany, Japan and Sweden.

“The global reality in design and communication takes front row this week as we host designers from Russia, Milan, Paris, Shanghai, and Tokyo,” says Robin Kay, President, FDCC and Executive Director, L'Oréal Fashion Week. “The attention the FDCC has brought to fashion in Canada has bolstered our own

runway and inspired new designer relations at home and abroad.”



Included among the international designers ready for the runway is MAX CHERNISTOV (in partnership with Russian Fashion Week), an established Russian brand that has graced the pages of W, ELLE and Russian Vogue magazines. The collection will be featured on March 17, opening day. L'Oréal Fashion Week will also host the Talenti Moda Milano, a consortium of four top-notch fashion schools from the City of Milan (one of Toronto's twin cities) in conjunction with the Italian Chamber of Commerce of Toronto, as they stage a collaborative show of their graduating students. The Schools' participation in this event is organized by Tiziana Maiolo, Milan's Councillor for Economic Development and Fashion.

For the first time, all shows prior to opening night will be open to the general public. The daytime opening show will be the anticipated launch of Evan Biddell's collection, winner of the inaugural season of Project Runway Canada. Two additional Project Runway Canada contestants, Carlie Wong and Matsu by Megan Fischer, will also be presenting collections this season. The opening night belongs to Canadian style master Joe Fresh (BIO). The Canadian designers to see include our friends from Quebec, Andy The-Anh, Rudsak, Nadya Toto, and Denis Gagnon. Also showing will be Pink Tartan, Paul Hardy and David Dixon, who will debut his partnership with Town Shoes.

This season will also see a very special show entitled **Red Dress – The Heart Truth** where Canadian celebrities will model dresses created by twenty of Canada's foremost designers in aid of the Heart and Stroke Foundation. Among the celebrities strutting their stuff on the runway in this Canadian inaugural show will be Robin Kay, President, FDCC and Executive Director, L'Oréal Fashion Week.

*Online registration is required in order to attend L'Oréal Fashion Week. Limited consumer tickets are available for purchase online.*

To register, please visit [www.loreal-fashionweek.ca](http://www.loreal-fashionweek.ca). Once registered, all media will be notified of their individual confirmed accreditation. In-person badge pick-up takes place at the Intercontinental Toronto Yorkville Hotel, PROOF Bar (220 Bloor Street West) Tuesday, March 11 and Wednesday, March 12 between the hours of 10AM – 6PM.