



MEDIA ADVISORY

To : Fashion editors and writers, Fashion / Apparel trade journalists
Ecology / Environment Writers, Aboriginal Affairs,
Lifestyle, arts and entertainment journalists

Beautifully Canadian

A New Vision of Fur for an Eco-conscious World

Aboriginal and New Fashion Designers Showcased at Toronto Fashion Week

(Toronto, March 10th, 2008) --- For some fur is a way of life, part ancestral tradition, part essential livelihood. For others, fur signifies the pride of mastering an artisanal technique and the pleasure of designing with an authentic natural material. The Fur Council of Canada will introduce, at L'Oréal Fashion Week: **Akwe:Kon**, a group of diverse and talented Aboriginal and Northern designers working together to promote authenticity and cultural integrity and to market a line of unique fashion and accessories from Canada's Northern Hemisphere; two exciting young designers, from the **Design Network**, trained in Europe with leading design houses; the **Beautifully Canadian Signatures**, a preview of furs for Winter 08-09 by a selected group of designers, proud to still manufacture high-quality garments in Canada. For thousands of years, indigenous people around the world have used natural resources from their local environment in an ecologically sustainable manner. Fur is an excellent example of the sustainable use of a world-renowned Canadian natural resource.

Event: The **Beautifully Canadian** Show at L'Oréal Fashion Week
Date: Wednesday, March 19, 2008
Time: 5:00 pm
Place: L'Oréal Fashion Week Tents
Nathan Philips Square, Toronto

Interview opportunities

Alan Herscovici, FCC Vice-president and renowned animal rights specialist; Richard H., Paris-based trend forecaster; Carol Outram, Akwe:Kon director, will be available for interviews, as will all the participating designers.

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For information, to schedule interviews or to reserve a seat at the show:

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