



BLOOR-YORKVILLE.COM

## For Immediate Release

### **Toronto Fashion Week Welcomes Canada's Top Designers and Internationally Recognized Notables to Yorkville for Reimagined Event**

*The exclusive three-day festival will roll out in Toronto's most prestigious luxury neighbourhood shining a spotlight on fashion, art and culture with a global twist*

**Toronto, August 31<sup>st</sup>, 2017** – The Bloor Yorkville Business Improvement area, a community partner of Toronto Fashion Week, is pleased to welcome the three-day event to Yorkville, the city's most celebrated neighbourhood of style and culture. The bi-annual festival taking place September 5, 6 and 7 will welcome Canada's top designers and international talent for three days in the heart of the neighbourhood along **Yorkville Avenue**.

Toronto Fashion Week will see showcases from prominent Canadian designers including **Pink Tartan, UNTTLD, Lucian Matis, Bustle, Hayley Elsaesser, Narcos** and **House of Suri** among others. The events will kick-off on September 5<sup>th</sup> with an "In Conversation" panel lead by internationally recognized industry professionals.

"Yorkville's reputation as a luxury retail and fashion destination makes our neighbourhood the perfect stage for Toronto Fashion Week to present its incredible line-up." says **Briar de Lange, Executive Director of the Bloor-Yorkville BIA**. "The Bloor-Yorkville BIA is a proud community partner of Toronto Fashion Week and we look forward to welcoming visitors to Yorkville to enjoy all that the neighbourhood has to offer."

In addition to the designer showcases, TFW will be hosting incredible programming including; a dynamic speaker series with some of the most recognized faces in fashion, an exclusive film screening and arts programming.

Yorkville businesses including **Yorkville Village** and **TNT** are also embracing Toronto Fashion Week, creating a series of designer pop-up spaces running from September 5<sup>th</sup> – 12<sup>th</sup>, with other select neighbourhood businesses extending their hours till late in the evening. Yorkville Village will also continue to host a world-class fashion and art exhibition titled **Dali x Yorkville Village** from September 7<sup>th</sup> – 30<sup>th</sup>. Open to the public, Dali x Yorkville Village will showcase iconic sculptures and select couture pieces that have influenced his work – the first time these pieces have been shown in Canada.

#### **Temporary Street Closures**

**Yorkville Avenue** – September 4<sup>th</sup> – 8<sup>th</sup>

**Hazleton Avenue** – September 2<sup>nd</sup> – 8<sup>th</sup>

**For more information on Bloor-Yorkville, please visit:**

<http://bloor-yorkville.com/>

**For more information on Toronto Fashion Week, please visit:**

[www.torontofashionweek.to](http://www.torontofashionweek.to)

#### **About Bloor-Yorkville**

Since entrepreneur Joseph Bloor founded the Village of Yorkville in 1830, the heart and soul of Toronto has distinguished itself as the premier shopping, dining and cultural destination in the city. The Bloor-Yorkville neighbourhood is bordered by Scollard Street to the north, St. Mary Street to the south, Avenue Road to the west and Church Street to the east. For the latest information on stores, events and parking please visit [www.bloor-yorkville.com](http://www.bloor-yorkville.com). **Follow Bloor-Yorkville** on Twitter, Instagram and Facebook at [@BloorYorkville](https://twitter.com/BloorYorkville).

#### **Media contact:**

Nathan Marchio | NKPR | 416.365.3630 x. 243 | [nathan@nkpr.net](mailto:nathan@nkpr.net)