



For Immediate Release

**OTTAWA PREPARES TO TURN HEADS AS CANADA'S NEWEST
FASHION HUB WITH CAPITAL FASHION WEEK, A BUZZ-
WORTHY SHOWCASE LEGIONS OF STYLE-SETTERS
ARE SURE TO FOLLOW**

The Capital Fashion Group sets out to feature designers from coast to coast that are taking the stage as Canada's next big names in Fashion. Follow the shows at www.capitalfashionweek.ca

Ottawa, ON, August 11, 2008 – Ottawa, better known to most as the political and administrative capital of our nation, will show this November that it also has style as it readies for a fashionable facelift. On November 21st & 22nd, the Ottawa-based Capital Fashion Group will host its first-ever Capital Fashion Week, to showcase the Spring 2009 collections of established and up-an-coming Canadian and foreign designers whose clothing are gaining great attention from fashion-conscious individuals across the country.

It may have started as a simple idea for another fashion initiative, but for co-founders Sheri Chiprout and Maryse Benge, highlighting the nation's capital as a solid platform for arts and culture has nearly become their *raison d'être*. "As fashion explodes nation-wide, we've identified a need to bring more attention to highly talented fashion designers from various parts of Canada, not only the major metropolitan centers," outlines Benge. "For consumers, this showcase is a unique opportunity to admire the designs of our well-known or soon-to-be well known designers, as well as those of designers from other countries that are found here in Canada, where they've chosen to grow their brand."

Supported by the National Capital Commission (NCC), this two-day event will be held at the Government Conference Centre in the heart of downtown Ottawa. The picturesque 96-year-old landmark building whose extravagant main hall resembles a modest version of New York City's famed Grand Central Station, will serve as the primary site for the event.



As an integral aspect of its mandate and in light of its commitment to giving back to the community through this event, the Capital Fashion Group will also, , donate to the Ottawa Regional Cancer Foundation, a charity which supports a important cause.

Prior to the shows, the official Capital Fashion Week website, www.capitalfashionweek.ca, will feature a full show schedule, off-site events, designer biographies, profiles on other up-and-coming talent, and much more.

All Capital Fashion Week events can be viewed on Internet-enabled PC or MAC computers, although certain links may require Quick Time, which can be downloaded for free at www.apple.com/quicktime.

Media, fashion industry people, and the general public are invited to attend Capital Fashion Week events and festivities. Tickets for the shows may be purchased online through the event website. For VIPs and Special guest invitees, please contact the Capital Fashion Group media team at media@capitalfashionweek.ca to reserve your pass.

For more information, contact:

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*One-on-one interviews with Capital Fashion Week designers and spokespeople can be arranged prior to the event. Photography is also available.