

PRESS RELEASE

FOR IMMEDIATE DISTRIBUTION



**A new look at Quebec's great fashion  
DESIGNER WEAR ON DISPLAY AT THE MONTREAL EATON CENTRE**

**Montreal, August 24, 2010** - Clothes designed and fashioned by yesterday and today's Quebec leading designers are leaving their home at the Museum of Costume and Textile of Quebec to go on display in the lively passages of the Montreal Eaton Centre. The exhibition is titled **BEHIND THE SEAMS** and runs from August 24 to October 3<sup>rd</sup>.

More than 35 garments by some 20 Quebec fashion designers, will remind us that fashion has a language of its own, and that over the years, our homegrown designers have put their own accent on elegance.

Legendary outfits by Michel Robichaud or Raoul-Jean Fouré provide timeless counterpoints to the modern fantasies of a dress by Marie Saint Pierre or a Joseph Helmer jacket. A lavish dress designed by Marie-Paule reflects the current fascination with 50s design, while a cocktail dress by Clairette Trudel – who caused a stir by bringing Dior models to Canadian runways in the 60s – shows how fully the designer realized the potential of the classic, timeless material that is lace.

Thanks to the presence of several pieces from the permanent collection of the **Museum of Costume and Textile of Quebec**, alongside contemporary creations by a dozen Montreal fashion designers, the show pays a colourful tribute to our fashion community's enduring creativity. From street clothes, to ball gowns, to hats, each garment projects its own vision of elegance, and is presented in a way that helps viewers appreciate the great trends of the past and present. The exhibition permits a close-up look at creations by Michel Desjardins, Serge et Réal, Yves Jean Lacasse, Andy Thê Anh, Philippe Dubuc, Jacques de Montjoye, Christian Chenail and many others. In addition, short videos of interviews with several of these designers can be viewed along the way.

“The Montreal Eaton Centre is certainly an unusual venue for an exhibition put together by a museum. But for Montrealers and foreign visitors alike, the Montreal Eaton Centre is the very heart of downtown. **BEHIND THE SEAMS** takes a look at the heart of our own fashion – a look at its boldness, creativity and laid-back side. Above all, it showcases the extraordinary quality of our designers' work. I am sure that visitors will make some surprising discoveries as they explore this hidden heritage,” said Suzanne Chabot, director of the **Museum of Costume and Textile of Quebec**.

Visitors will be able to enjoy the exhibition and learn more about the top names from yesterday and today' Quebec fashion during the Montreal Eaton Centre's opening hours. **BEHIND THE SEAMS** continues until October 3<sup>rd</sup>.

-30-

A virtual press room is available at [www.districtmontreal.com/districtmode/medias](http://www.districtmontreal.com/districtmode/medias). For more information about the BEHIND THE SEAMS exhibition, or to schedule an interview, please contact

Audrey FILION  
Consultant, CASACOM  
514.286.2145, ext 223 | 514.726.7520  
[afilion@casacom.ca](mailto:afilion@casacom.ca)

Opening hours of the Eaton Centre are  
Monday to Friday: from 10AM to 9PM  
Saturday: from 10AM to 6PM  
Sunday: from 11AM to 5PM

The exhibition is made possible by a collaboration between le Musée du Costume et des textiles du Québec ([www.mctq.org](http://www.mctq.org)) and Montréal's Eaton Centre ([www.centreeaton.ca](http://www.centreeaton.ca)).

