



LES CRÉATEURS MODE DE DEMAIN EN COLLABORATION AVEC
IN COLLABORATION WITH
CANADA'S BREAKTHROUGH DESIGNERS RICHTER

CANADA'S BREAKTHROUGH DESIGNERS BY TÉLIO MARKS ITS 10TH ANNIVERSARY

Under the theme of *Lux(e)*, TÉLIO invites young designers to show off their creative brilliance during the 10th anniversary edition of Canada's most prestigious fashion design competition!



Montreal, February 27, 2015 – On March 17, TÉLIO will reveal the 25 finalist designs chosen for a very special 10th anniversary edition of this highly-coveted annual design competition! The event will take place on the 5th floor of Montreal's iconic OGILVY store as part of *Fashion Preview*, during which the luxurious garments created by leading breakthrough designers from 22 fashion design schools across Canada will be presented! Tickets are available for purchase online at LaVitrine.com at the cost of \$25 each. Considered an important stepping stone towards the fashion industry for design students, *Canada's Breakthrough Designers* will allow five of the finalists to walk away with a scholarship as well as numerous prizes that will pave the way towards a successful career. Indeed an occasion to raise a glass and celebrate!

"It is truly a pleasure for us to contribute to the development and promotion of young Canadian fashion design talent. Having sat on the 2010 jury myself, I can attest that this competition is indeed an important springboard towards a career in fashion for these students," underlines Steeve Lapierre, Divisional Vice President of Marketing OGILVY | Holt Renfrew.

Canada's Breakthrough Designers celebrates 10 years!

This year marks a decade of showcasing young fashion design talent for TÉLIO's acclaimed competition. To underline this important milestone, a special exhibition featuring photos, a selection of finalist and winning garments, as well as a retrospective video highlighting important moments from the past 10 editions will be on display on the 5th floor of OGILVY. The exhibition will open the night of the competition and will run until March 19, much to the delight of *Fashion Preview* visitors. Furthermore, OGILVY will recognize the competition's 10th anniversary by featuring this year's five winning designs in one of its windows. Here are a few interesting statistics (from 2006 to 2015) that demonstrate the importance of this competition founded by TÉLIO:

- **3 486 entries**
- **258 finalists** from across the country
- **43 winners** awarded scholarships
- **\$287 660** in scholarships and prizes
- **59 jurors**, all fashion industry professionals who selected and crowned our breakthrough designers
- **1 548 metres of fabric** offered to finalists by Télió
- **203 trips** to Montreal over the last 10 years (students, academic directors, jury members)

A 2015 jury that spans the industry

This year, the jury to win over is comprised of **Michelle Addison**, a stylist from Vancouver, **Izzy Camilleri**, a Toronto fashion designer, **Samantha Cutler**, Marketing Coordinator at OGILVY, **Marie Geneviève Cyr**, Professor & Chair of external partnerships and projects at the prestigious Parsons School for Design in New York City, **Judith Desjardins**, a Montreal fashion designer, **Émilie Fournier**, style contributor to *Salut, Bonjour! Weekend* and blogger, as well as **Sonia Moffa**, Senior Designer at Joseph Ribkoff Inc. Several hundred students from across the country let themselves

be inspired by the **Lux(e)** theme and its myriad interpretations – all the while, of course, respecting the technical criteria of the trade – in order to produce a sketch of an outstanding design project. Once chosen, the 25 finalists worked ardently to create a garment to catch the eye of this jury of industry professionals this coming March 17. To this end, TÉLIO selected fabrics to deftly reflect its brilliant 10th anniversary theme. An array of fabrics ranging from rich shades of steel blue to ochre, from velvet to satin textures, allow the creative genius of the competitors to flow freely as they utilize six metres of their preferred fabrics to create a unique garment. As the SPECS models grace the grand finale runway, the outfits will showcase a light and airy allure, fluid lines and just the right touch of brilliance. A festive glow will illuminate the evening!

Loyal partners committed to supporting young talent!

For the last decade, TÉLIO has surrounded itself with choice partners who not only understand the challenges faced by young designers today, but are driven by the desire to support their budding talent. For the fourth year running, **RICHTER**, a renowned accounting and business advisory consulting firm, returns as a major partner. **Joseph Ribkoff Inc.** also renews its generous contribution of the \$5 000 first place scholarship. Furthermore, the grand prize winner will receive specialized software licences and private training courtesy of **LECTRA**, an industry leader in integrated textile design technology solutions. Celebrating its 25th anniversary, the **SPECS** modelling agency and its president, **Marie Josée Trempe**, lend their devoted support once again for a 10th consecutive edition. **Icecorp** renews its contribution of a \$2 500 scholarship while **Équipement Delisle** continues the adventure by offering cutting-edge professional equipment. Furthermore, Télió's *Canada's Breakthrough Designers'* exhibition, as well as the Fashion Preview event both benefit from the support of the **City of Montréal's Fashion Bureau** through financial assistance from the **Government of Québec** granted in conjunction with Entente Montréal 2025, administered by the Secrétariat à la région métropolitaine. The 10th anniversary celebrations will take place at **OGILVY**, a renowned Montreal fashion institution. TÉLIO would like to extend its sincere appreciation to all partners for their valuable contribution!

SCHOLARSHIPS
<p><u>\$5 000 SCHOLARSHIP – Offered by Joseph Ribkoff Inc.</u> + Kaledo Textiles and Kaledo Style licences and private training offered by LECTRA (a value of \$33 100)</p>
<p><u>\$3 500 SCHOLARSHIP</u></p>
<p><u>\$2 500 SCHOLARSHIP – Offered by Icecorp</u></p>
<p><u>\$2 000 SCHOLARSHIP</u> Creative Mention</p>
<p><u>\$2 000 SCHOLARSHIP</u> Technical Mention</p>

What's more, students will also have the chance to win a fully-equipped, state-of-the-art sewing machine graciously supplied by **Équipement Delisle** (valued at \$1 150)

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Website: <http://telio.com/fashion-fabrics/design-competition/theme/>

Blog: <http://teliotextures.com/category/canadas-breakthrough-designers/>

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2015 FINALISTS

School	Student Name	City
Campus Notre-Dame-de-Foy	Maisonneuve, Grégoire	Quebec City, QC
Cégep Marie-Victorin	Quintero, Lys	Montreal, QC
Collège LaSalle	Bhaskaran, Steven Raj Litvack, Emma Pezeshkan, Pantea Shono, Mihoko Wang, Yuting	Montreal, QC
École supérieure de mode – l'ESG UQAM	Allard, Pierre-Olivier Dominguez, Digna Carolina Marino, Mary Mercadié, Pierre-Alexandre Tremblay-Gallant, Cloée	Montreal, QC
George Brown College – School for Fashion Studies	Arasteh, Yasaman Vetro, Holden	Toronto, ON
Ryerson University School of Fashion	Kuzheleva, Ekaterina Orbe, Mickelli	Toronto, ON
Seneca College	Xu, Jiaxin Zhao, Jing	Toronto, ON
University of Alberta	Ward, Zachary	Edmonton, AB
Kwantlen Polytechnic University	Lowe, Sara Morin, Ashley Su, Jasmine	Richmond, BC
The Art Institute of Vancouver	Davidson, Shannon	Vancouver, BC
Vancouver Community College	Chen, Sherry Tannahill, Grace	Vancouver, BC

RICHTER

Joseph Ribkoff



OGILVY

Québec

Bureau de la mode
Montréal