

Young designers get new showcase D Moment will also host student design competition

BY EVA FRIEDE, GAZETTE STYLE EDITOR FEBRUARY 19, 2014



An entry at the 2012 T  lio student competition: Students from 23 schools across Canada vie for five awards.

Photograph by: Dave Sidaway, THE GAZETTE file photo

MONTREAL -- A fledgling fashion event is set for next Monday and Tuesday as a showcase for emerging designers.

The event, call D Moment, was meant to run parallel to Montreal Fashion Week, which is on hold for this season and whose future is in doubt.

Stylists and event organizers Nancy Richard and Genvi  ve Allaire conceived of a showcase for young talent because they did not get the visibility and coaching they needed at fashion week, Richard said.

About 10 shows are scheduled at the Locoshop du Technop  le Angus, with the cross-Canada T  lio student competition as a highlight of the two evenings.

Among other labels on show: Marilyne Baril, who specializes in coats; Insieme for tailoring with bags by Annick Levesque; and KQK for minimalist contemporary wear.

Andr   T  lio, the fabric importer who sponsors the student competition, thinks it's great that an alternative event is happening.

Students from 23 schools across Canada compete for five awards totalling \$15,000 in cash prizes, with sophisticated and expensive pattern-making systems going to the two top winners.

Richard says young designers take less traditional approaches to showing fashion, mixing runway and installation presentations. "My objective is that these designers will present at Montreal Fashion Week, in Toronto or in Paris."

She emphasized that the event is meant as a complement to fashion week. "We want the industry to work together."

Designers pay less than \$1,000 for a presentation, depending on the form of their shows, while services like styling are    la carte, Richard said. Salon Odys  e is providing hair services, Jean Coutu's StudioMakeup professional line is the beauty provider.

<http://www.montrealgazette.com/life/fashion-beauty/Young+designers+showcase/9526059/story.html>

The public can purchase tickets through La Vitrine culturelle, www.lavitrine.com. Tickets are \$20 per evening, or \$30 for both nights for students, \$25 or \$40 for adults. The T lio event is not included; those tickets are \$16.

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