

# ART OF FASHION

## NEWS RELEASE

### Art of Fashion's 2012 Designer Boutique Shop original collections by 20+ cutting-edge Canadian designers

Toronto, ON – On Saturday, June 16<sup>th</sup> 2012, Art of Fashion's all-Canadian [Designer Boutique](#) will return, once again, as an independent event. Located at Toronto's Schwarzkopf Professional ASK Academy, the boutique will invite designers of fashion apparel, jewelry and accessories to proudly put their creations on display.

"As a fashion mecca for emerging Canadian designers, this year's boutique will showcase a carefully curated exhibit of original collections by over 20 designers in the Canadian fashion industry," says Art of Fashion Founder, Michelle Planche, "Art of Fashion recognizes the importance of supporting local Canadian designers and providing them with opportunities to promote and grow their brands", adds Planche.

This year's roster includes: [Fredrick Prince](#), [Aime](#), [Kristen Laborde](#), [Natasha Sakhujia](#), [Vesna Milovanovic](#), and [Monique Anderson](#).

The boutique will also feature beauty demonstrations and complimentary seminars by leading Canadian trendsetters and beauty experts including, fashion blogger [Lisa Kisber](#), [Donna Bishop of Green Beauty](#), hair demonstrations and styling tips from [Schwarzkopf](#), and skin product demonstrations by [Soya Boutique](#).

The Art of Fashion Designer Boutique will run on **June 16<sup>th</sup>, 2012** from **10:00am to 5:00pm** at the **Schwarzkopf Professional ASK Academy** in Toronto Ontario. Food and beverages will be available for purchase. Admission by donation only.

**Art of Fashion** is an award-winning not-for-profit organization committed to fostering the careers of Canadian apparel and accessory designers by creating platforms for exposure. It is the only organization in Canada to offer emerging apparel and accessory designers an opportunity to showcase their talents to both the public and fashion industry insiders, while providing a wealth of marketing and promotional opportunities to foster career growth. Established in 1998 by Michelle Planche, President of Paradigm Events, and driven entirely by the support of volunteers, Art of Fashion strives to be the catalyst that sparks careers in Canadian fashion.

For more information, visit [www.artoffashion.org](http://www.artoffashion.org) or contact: Fiona Keeshan, KeeshanPR t:416-479-0735 e:fiona@keeshanpr.com OR Michelle Planche, Paradigm Events t:416.760.0360 e: [michelle@paradigmevents.com](mailto:michelle@paradigmevents.com)

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**ART OF FASHION**

Stop by and attend **FREE** seminars to get the scoop on the latest tips and trends in hair, make-up and style from Toronto's top fashion gurus & industry insiders

11:00am:  
Beauty tips from Green Beauty  
12:30pm  
Hair trends by Schwarzkopf  
2:00pm  
Style tips and trends with Lisa Kisber  
3:30pm  
Product demos by Soya Boutique

Saturday, June 16 2012  
Schwarzkopf ASK Academy  
171 John Street (@ Queen) Second Floor

Pastries, treats, and sweets for sale to enjoy while you shop

**ART OF FASHION**

Designer POP-UP Boutique

SHOP original works from Canadian apparel, accessories and jewelry designers - ONE DAY ONLY

**Saturday, June 16 2012**  
**Schwarzkopf ASK Academy**  
**171 John Street (@ Queen)**  
Second Floor  
Doors open 10am-5pm

Join us for cocktails, cool beats, light treats and fashion at its best

[www.artoffashion.org](http://www.artoffashion.org)

VOLUNTARY DONATION All donations help to support Canadian independent designers

Paradigm  
Schwarzkopf PROFESSIONAL  
Orange  
METROPOLITAN  
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Feel the event!