

The Big
FASHION SALE by
QUEBEC Designers

▲ **PRESS RELEASE**

For immediate release

Over 100 Quebec designers welcome fashionistas with amazing spring deals from April 14 to 17 at the Bonsecours Market

Montreal, March 14, 2011 – Montreal's most sought-after fashion sale, better known as *La Braderie de Mode Québécoise*, opens its doors to the public bigger and better than ever this season. Not less than 100 Quebec fashion designers, manufacturers and accessory lines come together at Old Montreal's Marché Bonsecours, from Thursday, April 14, to Sunday, April 17, to sell their samples and surplus inventory at discounts up to 80%.

The four-day marathon hosted nearly 25 000 fashion-hungry shoppers last fall, and the excitement keeps getting stronger every year. This 33rd edition promises to tempt anyone with popular designers like Harricana, Mackage, Rudsak or Soïa & Kyo for coats, Barilà, Bodybag by Jude, Collection Iris, Dinh Bá Design, Ève Gravel, Marie Saint Pierre, Mélissa Nepton or Muse par Christian Chenail for women's ready-to-wear, Envers par Yves Jean Lacasse and Report Collection for men's, Lilidom for children's, or Bijoux Caroline Néron, Geneviève Dostaler, Ophélie Hats or Rachel F. for jewelry and accessories. *La Braderie* is also thrilled to welcome an assortment of top newcomers such as Atelier b., Émilie Desmeules, Ex'citation, Ginger, Josiane Perron, KarKass, Karen Lavertu, Les Perles Rares, Lily Rose, Micalla, Musky, Nana, Noujica, Ralph Leroy, Rud and Schwiing. Another bonus: a lot of designers show up at their own booths, so visitors might get to chat with them and get style advice.

Doors are open to the public Thursday and Friday from 10 a.m. to 9 p.m., Saturday and Sunday from 10 a.m. to 5 p.m.

The mission of *La Grande Braderie de Mode Québécoise*, proudly presented by Anne de Shalla, is to enable Quebec designers to sell off surplus inventory and to allow visitors to discover Quebec designed fashion at truly amazing prices. It is therefore a win-win strategy to support the local fashion industry.

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Several **pictures** are attached. You can use them as long as you mention the designer's names in the credits.

▲ **MEDIA INQUIRIES:**

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The Big Fashion Sale by Quebec Designers

Bonsecours Market

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