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# news release

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## "CANADA NOUVEAU"

### CANADA VISITS BRITAIN WITH STYLE

The Honourable Barbara McDougall, Minister of Employment and Immigration and Minister Responsible for the Status of Women, on behalf of the Honourable John C. Crosbie, Minister for International Trade, announced today the launching of a three-week Canadian festival of fashion, arts and entertainment in Britain.

Liberty, the renowned department store in London's Regent Street, will focus on Canadian fashion and merchandise from September 27 to October 15. As well, a range of Canadian entertainment and arts events will take place in London at the same time.

The festival, an initiative of the Government of Canada, will be officially launched on September 19, when Minister McDougall will host a reception in Toronto in honour of the participating designers and artists.

"The Government of Canada is proud to be a part of this international event which will showcase some of Canada's brilliant fashion designers and artists", said Mrs. McDougall. "Canada's artists and designers not only bring honour to Canada and to themselves but create thousands of opportunities for many Canadians".

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To commence the "Canada Nouveau" festival, autumn collections from twelve Canadian design houses will be unveiled at a gala event at Liberty on September 27. The designers -- Bent Boys, Laura Kapp, Alfred Sung, Price Roman, Michael Tong, Tu Ly, Babel, Anne Seally, Comrags and Zapata, from Toronto, and Thalie and Denomme Vincent from Montreal -- are a mix of world trend setters and talent newly discovered by expert buyers from Liberty.

Says Paul Muller, Liberty's director of promotion and visual design: "London, Paris, Milan, Tokyo and New York are no longer the exclusive preserves of young fashion leadership. New young Canadian designers are setting standards which are attracting attention world-wide".

Canadian arts and cultural events around London during the period include jazz and classical music concerts, fine arts and book displays and a U.K. film premiere.

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