



Tuesday January 9, 2018
 Toronto and East York Community Council (TEYCC)
 City Hall, 2nd Floor, West
 100 Queen Street West
 Toronto, ON M5H 2N6
 Email: teycc@toronto.ca

RE: TOM* Toronto Men's Fashion Week and TW Toronto Women's Fashion Week request for City Resolution

Dear Council Members,

Kindly let me introduce the two events that Canada Fashion Group organizes semi-annually for the City of Toronto, namely:

TOM* - Toronto Men's Fashion Week is embarking on its Eighth season this March 5th- March 11th, 2018 in fulfilling our mission of bolstering Canadian Menswear Designers and the Menswear Fashion Industry in Canada, as well as putting the global spotlight onto Toronto.

TW- Toronto Women's Fashion Week is home to Canada's most iconic designers and emerging talent, and is entering its Third season this March 12th- March 18th, 2018, with various fashion week events held across the city.

Our two consecutive fashion weeks attracts about 30,400 visitors to the runway venue held at One Yonge Street, Toronto, and garner over 70,000 visitors throughout various fashion week events throughout the city of Toronto. TOM* is the world's 8th men's fashion week, behind the likes of London, Paris, and Milan and drums up over \$40 million worth of media mileage nationally and internationally. It was also named the #1 Fashion Industry Event by BIZBASH, a leading global events publication based in New York. Our event has the support and endorsement of the City of Toronto Economic Development Board, Toronto Fashion Incubator, Toronto Fashion Group International, Toronto Tourism Board, Downtown Yonge BIA and Waterfront BIA.

On behalf of TOM*- Toronto Men's Fashion Week and TW Toronto Women's Fashion Week and Canada Fashion Group, I am writing to request that you present the following resolution at City Council, as required by the Alcohol and Gaming Commission of Ontario:

- A resolution that classifies Toronto Men's Fashion Week (TOM*) and Toronto Women's Fashion Week (TW) as events of municipal and/or community significance. The dates for TOM* is from March 5th-March 11th from 12pm to 4am each day. And TW dates is from March 12th- March 18th, 2018 from 12pm to 4am each day. We are requesting a temporary liquor license permit and service until 4am.

Thank you for your time and consideration in this matter. Should you have any questions or concerns feel free to reach me at jrustia@canadafashiongroup.com or my cellphone at 647 289 2559.

I look forward to a positive reply from you.

Sincerely,


Jeff Rustia
 Founder and CEO, Canada Fashion Group, Exec Director of TOM* and Toronto Women's Fashion Week

TOP 100

Toronto's Top 100 Events 2017

#1 FASHION INDUSTRY EVENT


BIZBASH



Toronto Men's Fashion Week

#1 Fashion Industry Event

The fall/winter shows moved to the Waterworks in early 2017, where about 35,000 dapper attendees took in the latest in male fashions. For the spring/summer shows, 25 designers are expected, and American Crew, Rogers, and Town Shoes are sponsors. Next: September 26-October 1, 2017




VOGUE
ITALIA

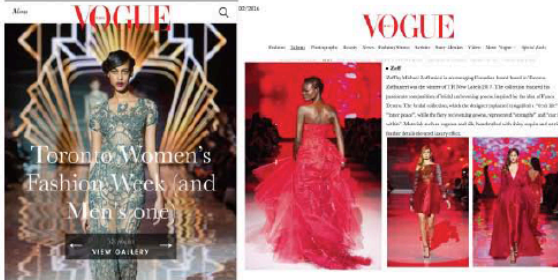
The first season of new **Toronto Women's Fashion Week (TW)** was held in the city's historic Waterworks building. Founded by Jeff Rustia, who also started the Toronto Men's Fashion Week, the four-day event provided a center stage for Canadian brands and young talents to showcase their fall/winter '17 collections.

To enhance support of talents across the country, the first TW collaborated with both local organizations such as the Toronto Fashion Incubator and [Toronto Film School](#) as well as non-local organizations including [Vancouver's Eco Fashion Week](#) and Calgary-founded Canadian International Fashion Film Festival (<http://caniff.com>).

For fall/winter '17 Toronto-based designer **Shelli Oh's** la redécouverte collection took place in a romantic world of "little pretty things". A balance of unique textured fabric and lace, and hand-detailed detailing with hardware pieces. One of Canada's most renowned fashion designers **David Dixon** created a stylish and effortless ready-to-wear collection for Canadian brand Picadilly. Modularity in design, the collection allows intermix between pieces of different looks. Defined by nostalgic silhouette, the choice of classic color palette such off-white and navy blue elevated sophistication.

Berlin emerging talent **ROCH** by Roch Mataszek, also the only international designer at TW this season, showed his collection for the very first time. The theme Valkyrie was inspired by power woman and his love of classical music; all re-imagined on modern street style.





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