

TORONTO FASHION WEEK

October 24, 2017

Toronto & East York Community Council
Toronto City Hall, 100 Queen St. West
2nd Floor, Toronto ON M5H 2N2

Re: "Event of Municipal Significance" for the purpose of obtaining an SOP

Dear Toronto and East York Community Council,

The purpose of this letter is to request that Toronto Fashion Week, once again, be declared as an "Event of Municipal Significance".

Toronto Fashion Week is the premier designer fashion industry event in Canada. Owned and operated by IMG Fashion since August 2012, the event was purchased by visionary developer Peter Freed of Freed Developments in December of 2016. The event will continue to provide a platform for both up and coming and established designer brands to reach critical media, buyers and the industry as a whole, both in Canada and around the world. The event will change from a five day event to three days and will move from David Pecaut Square to the Bloor Yorkville area which will become the epicenter of fashion in the city as all eyes turn to see the collections unveiled. The event will grow to include programming elements of fashion as the focus but will also include art, culture and entertainment components.

The event will be held in a tented and interior environment. It will commence Monday, February 6th and run through Wednesday, February 8, 2017. The general hours of operation will be 11:00am to 11:00pm for the three days of the event.

Thank you for your consideration and we look forward to hearing your decision. If you have any questions, please feel free to call me at 647-888-3121 or email me at Carolyn.Quinn@fashionmediagroup.ca and I will be happy to discuss the event.

Sincerely,

Carolyn Quinn
Executive Director, Fashion Media Group
1200 Bay Street, Suite 901
Toronto, ON, M5R 2A5
Carolyn.Quinn@fashionmediagroup.ca