

# TORONTO FASHION WEEK

April 9, 2018

Toronto & East York Community Council  
Toronto City Hall, 100 Queen St. West  
2<sup>nd</sup> 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 take place in 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 at 126 Yorkville Ave. It will commence Tuesday, September 4<sup>th</sup> and run through Thursday, September 6, 2018. 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](mailto:Carolyn.Quinn@fashionmediagroup.ca) and I will be happy to discuss the event.

Sincerely,

Carolyn Quinn  
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