



Frugal Fashion Week 2010 debuts in West Queen West!

West Salon & Spa hosts Girls & Heels: The FFW 2010 Media + Industry Launch

For Immediate Release (Toronto ON): On Thursday, July 8 (2010), Frugal Fashion Week 2010 (FFW) debuts in Toronto's stylish West Queen West community! West Salon and Spa (1188 Queen St. West, Toronto ON, 647.348.4088, www.westsalonandspa.com) hosts Girls & Heels: The FFW 2010 Media + Industry Launch.

"West Salon and Spa is excited to be a part of Frugal Fashion Week," says West owner Priscilla Medeiros. "Our creative team of hairstylists, aestheticians and make-up artists is looking forward to being a part of this charitable initiative."

Guests of Girls & Heels can expect an evening of style and swag! Guests will enjoy Steamwhistle beer and poutine; FFW's Cheap Chick Cupcakery promises a sweet, sugary fix of cupcakes inspired by Toronto's retail communities, including Cheap, Cheerful & Chocolate and Uptown Girl. At dusk, guests will enjoy a runway event featuring vintage designs by local, emerging designer Janet Caterina. West's stylists will create the looks for the show.

Guests will receive an exclusive gift upon arrival. A special guest DJ will spin tunes throughout the event, while friends and supporters of FFW mix and mingle against a backdrop inspired by fashion and music!

What: Girls & Heels: The FFW Media + Industry Launch

When: Thursday, July 8, 2010
7pm – Midnight

Where: West Salon and Spa
1188 Queen St. West (Queen W/Gladstone Ave.)
www.westsalonandspa.com

RSVP: Free
Guests must RSVP via www.frugalfashionweek.com