



Fierce. Frugal. Fab.

Frugal Fashion Week makes its anticipated return to Toronto!

For Immediate Release (Toronto, ON) – On Thursday, July 22, 2010, Frugal Fashion Week (FFW) makes its anticipated return to Toronto with an inspired program of stylish events!

Guests of FFW 2010 will enjoy a beauty boutique hosted by Kiehl's Uptown (www.kiehls.com), a celeb and designer shoe exhibit and gala hosted by Toronto's famed Bata Shoe Museum (www.batashoemuseum.ca) and a design contest finale/shop crawl party hosted by Nyood Upstairs (www.nyood.ca). This year, the FFW Shop Crawl includes five of Toronto's most celebrated retail communities: Uptown (Yonge & Eglinton), Yorkville, West Queen West, Ossington and Dundas West. FFW ends with GLAM, an event inspired by fashion, music and art!

"We are thrilled to bring Frugal Fashion Week back to Toronto," says FFW founder Gillian Downes. "This year's program features several new, exciting initiatives and events that have been inspired by the frugalistas who consistently support our local retail communities."

FFW 2010 debuts two new initiatives: the FFW Celeb & Designer Project and Cheap Is The New Chic. FFW and Browns Shoes have teamed up to produce the FFW Celeb and Designer Shoe Project. Celebs and designers will re-decorate, embellish and re-create 20 pairs of shoes that have been generously provided by Browns Shoes (www.brownsshoes.com). In July, the shoes will go on display at the Bata Shoe Museum; the exhibit will be open to the public. Celeb chef Roger Mooking (Nyood, Kultura, host of Food TV's "Everyday Exotic"), style bloggers Anita Clarke (I Want I Got) and Briony Smith (BlogTO), illustrator Danielle Meder (Final Fashion), photographer Joe Fuda (Oz Studios) and designer Ashley Rowe are just some of the talented celebs and designers who have lent their time and style to this initiative!

Cheap Is The New Chic is FFW's first design contest. Three local, emerging designers have been chosen to create collections using previously-owned clothing (provided by Goodwill, www.goodwill.on.ca). On Sat. July 24th, the designers will present their collections at the Cheap Is The New Chic Design Finale. Following a Q+A session before a panel of fashion industry experts, the audience will choose the winner!

Proceeds from FFW 2010 benefit Windfall (www.windfallbasics.com), Canada's only new clothing and basic-needs items bank.

For media accreditation, contact media@frugalfashionweek.com.

About Frugal Fashion Week (FFW)

Inspired by the slow economy, Frugal Fashion Week was created to encourage support of local designers and retailers. The first fashion week of its kind, Frugal Fashion Week partners with commercial communities in order to meet the consumer need for retail incentives and creative shopping outlets.

FFW's 2010 program includes a shoe exhibit and gala hosted by Toronto's famed Bata Shoe Museum, a beauty boutique hosted by Kiehl's, a frugal design contest and a shop crawl that spans five of Toronto's most notable retail communities: Uptown (Yonge & Eglinton), Yorkville, West Queen West, Ossington and Dundas West. The week will end with GLAM, an art-inspired fashion show to be held at a secret location!

Visit www.frugalfashionweek.com

About Windfall

Windfall acquires new clothing and other basic-needs items and distributes these items to more than 90 social service agencies for the purpose of alleviating poverty and fostering human dignity. Consequently, Windfall raises awareness of poverty as a social issue.

Visit www.windfallbasics.com

What: Frugal Fashion Week Toronto 2010
My FFW 2010 Pass, \$50
Tickets can be purchased online via www.frugalfashionweek.com

When: Thurs. July 22 – Sun. July 25 (2010)

Where: Thurs. July 22, 2010 – FFW Beauty Boutique, Kiehl's (Uptown), 2518 Yonge St.
Fri. July 23, 2010 – FFW 2010 Gala, Bata Shoe Museum, 327 Bloor St. West
Sat. July 24, 2010 - Cheap Is The New Chic Design Finale and 5-Zone Shop Crawl Party, Nyood Upstairs, 1096 Queen St. West
Sun. July 25, 2010 - GLAM, secret location to be revealed (Ossington/Dundas West)

Contact: Gillian Downes, founder, Frugal Fashion Week
647.222.9054 or gillian@frugalfashionweek.com



THE BATA SHOE MUSEUM
For the curious.