

Press Release
For immediate release

Creations from the Fashion Live! event at Omer DeSerres

Montréal, September 20, 2001. The mannequins created at the memorable *Fashion Live!* evening staged as part of the *Artcité* event will be on display throughout the month of October at the Omer DeSerres store at 334 St. Catherine Street West.

This past August 7, in connection with *Artcité*, the Musée d'art contemporain de Montréal presented the *Fashion Live!* event bringing together designers Michel Desjardins, Yves Jean Lacasse, Marie Saint Pierre, Nadya Toto and Yso, and artist Armand Vaillancourt.

By the end of this exhilarating performance, hosted by Sylvie Berkowicz of MusiquePlus, these artists had each produced a creation live on the site, in front of a crowd of 500 people who were then invited to choose their favourites. The people's choice award went to Yso, who won two tickets to the Musée's Annual Ball, while the jury award was presented to Marie Saint Pierre, who went off with a work entitled *Ptéryxun* by Cozic, a collective made up of artists Monic Brassard and Yvon Cozic. The jury was chaired by Chantal Gagnon of Fashion Lab, and included Nicole Bordeleau of TVA, Eva Friede of The Gazette, Yasmin Grothé of Clin d'œil, artist Sylvie Laliberté, Nathalie Pelletier of Cité RockDétente and Dali Sanschagrin of La Presse, as well as Carl Solari and Kathie Whitehead of the Musée d'art contemporain de Montréal.

The six creations will be presented throughout October, from the 1st to the 31st, during regular store hours.

Monday to Wednesday:	8:30 a.m. to 7 p.m.
Thursday and Friday:	8:30 a.m. to 9 p.m.
Saturday:	9 a.m. to 5 p.m.
Sunday:	10 a.m. to 5 p.m.

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