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LINGERIE FRANÇAISE PARIS presents Ladies of the Silver Screen

Toronto, Ontario – On July 27th, 2011 A long standing must see on Toronto's fashion elite's events calendar, the LINGERIE FRANÇAISE PARIS Show, returns this year with a new and more intimate format. Showcasing Fall 2011 and Spring 2012 collections from some of France's top Lingerie houses; **Empreinte**, **Lejaby**, **Princesse tam.tam**, **GERBE** and **Simone Pérèle**, the event this year will see an evening filled with eye - catching installations, presentations and fashion vignettes.

Drawing inspiration from Sirens of the silver screen, LINGERIE FRANÇAISE PARIS finds a new home this year at the Fermenting Cellar in the Distillery District. Beyond the delicate and detailed fashions on display, the night will treat the media, notables and tastemakers to an array of spectacles, all designed to reflect the romance and seduction of this area of fashion in film and the city of its origin, Paris.

The night will feature coveted brands; **Empreinte**, **Lejaby**, **Princesse tam.tam** and **Simone Pérèle**, each sharing their unique design visions with this exclusive audience. Beyond lingerie, **GERBE** hosiery completes the looks with prints and colours painted from opaque to sheer, for a presentation embodying a comprehensive appreciation of this time-honored fashion artistry.

Elegant and luxurious European textiles are incorporated, with each of these illustrious houses unveiling collections featuring delicate lace details in seductive modern silhouettes.

Jewel toned brassieres and underwear from lingerie giant, **Empreinte** create a sculpted silhouette for curvy women, while their swim collection offers the same perfect fit in a palette of flamboyant summer shades, punctuated by classic neutrals, black, teak and cream. Fine French lingerie house **Simone Pérèle**, fuses luxurious fabrics with intense colours in four distinct collections Trocadero, Pompadour, Opera and Divin.

Provocative brand, **Princess tam.tam**, unveils three new collections for Summer 2012. Fantastically Chic incorporates tattoo lace for the free spirited fashionista; Life in Blue Tones is a collection using colour to reflect mood in tones of mascara blue, forbidden red and mani green as well as a softer palette of chalk, beige, ivory and nougat; Summer Laziness is about comfort and sensuality with charming teddies, light hooded jackets and pretty lingerie.

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Lingerie powerhouse **Lejaby** channels its 80 years of design into a collection created for the modern woman. Drawing inspiration from natural elements and seductive colour palettes, the brand's collections celebrate femininity from lace detailing to corsets and intimate apparel. Patterns and colours are a strong focus for the season elevating the designs while still offering delicate pieces.

This season **GERBE** and French designer, Gaspard Yurkievich collaborate in a collection consisting of ten styles combining both company's strengths; Gaspard's design aesthetic celebrating the couture heritage of Paris culture with **GERBE's** unmistakable quality and craftsmanship.

Along with the **LINGERIE FRANÇAISE PARIS**, whose mission is to share the truly exceptional art form of lingerie with the world, this elite event is also made possible through **Defi-La Mode de France**, the Committee for the Development and Promotion of French Clothing, which promotes France's apparel industry via training programs for producers and marketers of clothing and savoir-faire—products worldwide and is partnered with Promincor, the association for the promotion of the corsetry industry, in the execution of this prestigious annual event.

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