

For immediate release
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GETTING THE WORD OUT...

-- The marketing of Fashion Cares 2005 M·A·C VIVA GLAM Bollywood Cowboy --

Toronto, ON. – The kick-off for this year’s Fashion Cares 2005 M·A·C VIVA GLAM Bollywood Cowboy is marked by the April 13th unveiling of the event’s theme and advertising creative. It also marks the launch of a comprehensive marketing campaign including print and television advertising, out-of-home, web design and public relations – all designed to ensure that this year’s event, being held June 4th at the Metro Toronto Convention Centre, is a sell-out.

East Meets Western

The hallmark of this year’s marketing campaign is the creative developed by this year’s agency partner, The Marketing Store, which brings to life the vision of Fashion Cares artistic director and show producer, Phillip Ing and celebrates four designers being honoured in this year’s show. “Bollywood Cowboy was a unique creative challenge,” says Paul Hains, senior vice president and Chief Creative Officer, The Marketing Store. “Our opportunity was to find a way to bring two diverse cultures together in one concept that is consistent with the Fashion Cares brand – sexy and fashionable.”

The result is a campaign featuring archetypes of the film stage – Bollywood meets Cowboy with six main characters ranging from the Hero to the Muse to the Courtesan. Four of the executions feature a character in an outfit designed by one of this year’s four featured designers – Wayne Clark, Comrags, Hoax Couture and Mercy.

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The campaign will be featured in magazine ads and newspaper ads, transit shelters, elevator ads and in a new 30-second spot that will run as a PSA on television and 15-second spots that will run on digital boards in high-traffic locations in Toronto. It will also be incorporated into the interactive Fashion Cares website (www.fashioncares.com). The direct marketing campaign begins the week of April 18th, with the core advertising campaign kicking off April 25th and running for six weeks.

“The colour and energy of this year’s campaign vibrates,” says Phillip Ing. “It visually communicates what you get when two cultures collide.”

“Everyone involved in Fashion Cares has given their time and talent to make this event happen,” says Stephen Brown, chair, Fashion Cares. “It’s inspiring to see everyone working tirelessly towards the same goal of making this year’s Fashion Cares the best year ever – raising much needed funding and support for the AIDS Committee of Toronto.”

All marketing efforts for Fashion Cares are pro bono.

This year’s Fashion Cares 2005 M·A·C VIVA GLAM Bollywood Cowboy is being held Saturday, June 4th, 2005 at the Metro Toronto Convention Centre. For ticket information, call 416-870-8000 or visit www.fashioncares.com

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For more information, to view high resolution images, or to arrange an interview with a Fashion Cares spokesperson, please contact Paula Waring, Kim Roman (Cornofsky) or Lisa Bednarski at the Fashion Cares Media Line: Tel: 416-642-7975 Email: fashioncares@rogers.com.

For high resolution images, please visit the FTP site at:

<https://themarketingstore.net>

user: Fashion.Cares

password: bollywood1

