



MEDIA KIT

Designer: STEVE PELMAN, Canada, "Suit Styler". Photo: Jason Hone.

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MFV
MEN'S FASHION WEEK • VANCOUVER

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The Vancouver Men's Fashion Week (v.MFW) was inaugurated on 30 September 2011, the very first menswear industry event in Canada. v.MFW was created to encourage innovation in the apparel sector, give up-and-coming Canadian menswear designers a platform to show their creations, and to raise awareness on the growing textile waste issue facing Canadians.

JESSICA LIM, Canada
"Velocity", Photo: Jason Hone.



RISA NAGASHIMA, Japan
"Lucifer", Photo: Clear Cold Ink.

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DODJIE BATU, Philippines
"Dodjie Batu", Photo: Harry Leonard.

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ZUZANA HRUBOŠOVÁ, Slovakia
"Leopard", Photo: Francis Garrucho.

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ADAM WELCH, USA
"Doberman", Photo: Jason Hone.

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DANIELLE NICOLE HOLYK, Canada
"CNNCTD", Photo: Rosa Hong.

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YASUHIRO TOMITA, Japan
"Rukus", Photo: Danji Jiang.

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v.MFW Designers and Models at Breakfast TV
Courtesy: Breakfast Television, Citytv, Rogers Communications.

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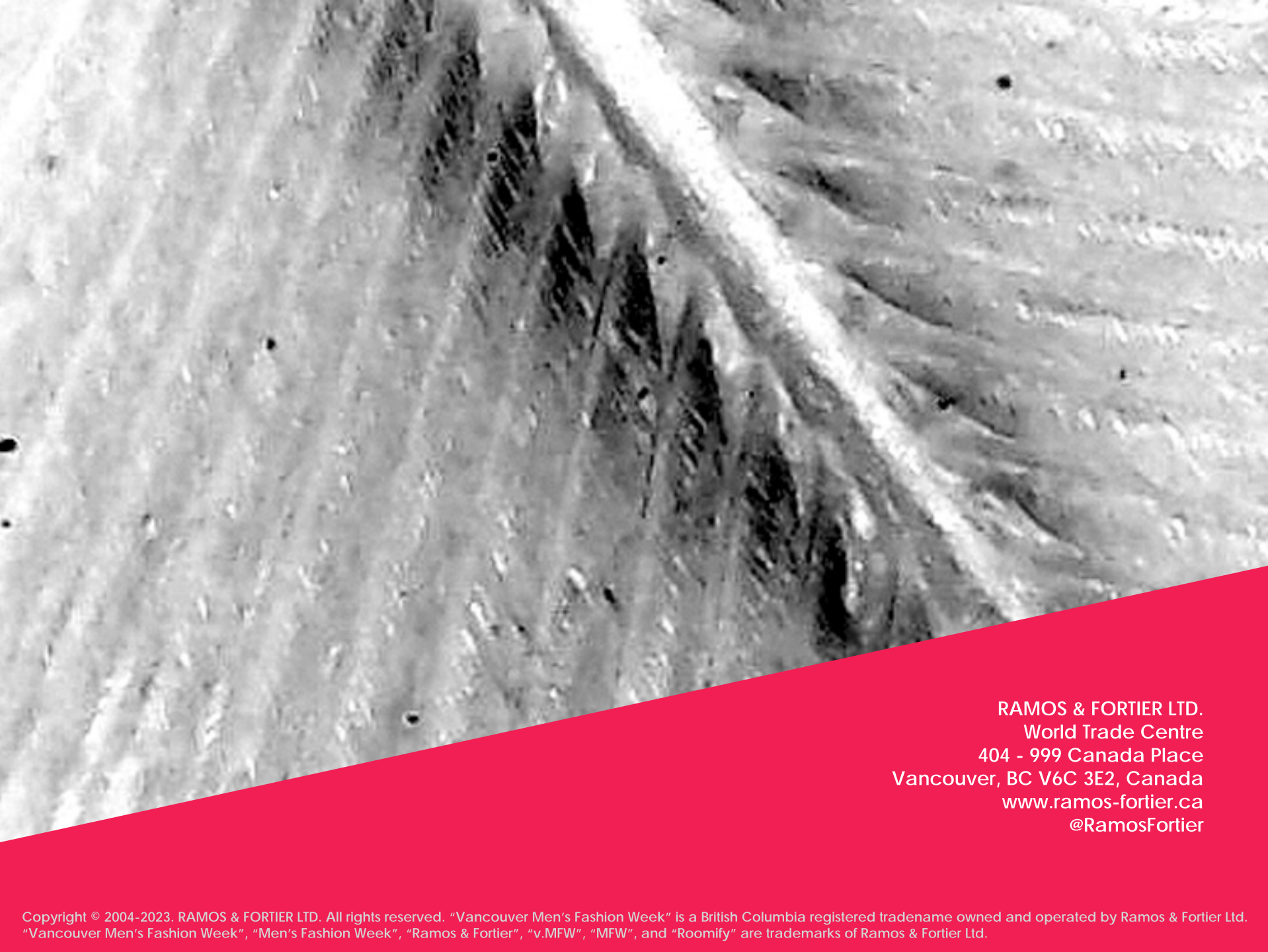


"The textile waste issue in Canada is not going to solve itself. Someone has to step up - and we'll strive to be the organization to lead this endeavour."

-J. Ramos, v.MFW Founder

v.MFW Team

Museum of Vancouver. Photo: Tatiana Balashova.



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