



## The Heart Truth Fashion Show

### Designer Biographies

#### Mark Belford

Mark Belford Couture was officially born on the red carpet at the Academy Awards. The Oscar Selection Fashion Show, commissioned by Giorgio Beverly Hills, showcased four Mark Belford Coutour gowns in 2000. In addition to debuting great stars on the red carpet, Mark's concepts also have appeared on screen in television daytime soap operas like *The Bold and the Beautiful*.

A Toronto native at heart, Mark Belford returned to his hometown in 2005 and set-up his own Atelier, Mark Belford Couture. His attention to detail, craftsmanship, quality fabrics and most importantly, making the woman the star, have Canadian women raving about his designs.

#### Evan Biddell

Evan Biddell is a self-taught designer who began making clothes at age 15. From skater gear to bridal gowns, Biddell's self-described "Street Couture" has been featured in boutiques in Calgary, Vancouver, and Victoria. He describes his aesthetic as loud and clean—clothes that get noticed.

In addition to custom orders and creations for *Biddell* at *The NuPlace*, his personal clothing line and boutique, he works as a costume maker for film and television. Biddell says he is a true Leo and loves to be the centre of attention.

#### Joeffer Caoc

Joeffer Caoc, a protégé of renowned Canadian designer Lida Baday, Caoc successfully launched his own label in 1995, and has received outstanding media recognition and support ever since. More than just a confluence of fashion and style, Joeffer Caoc is modern aesthetics cleverly juxtaposed by classic design elements and techniques.

In addition to numerous prestigious fashion awards including three time winner of the Canadian Designer of the Year award, Caoc was named in Maclean's Magazine's 'Top 100 People to Watch' list and was recently awarded the title "King of the





Canadian Fashion Industry" by Flare Magazine. Caoc has been featured in International and Canadian publications such as; WWD, In Style, The New York Times, Fashion, Flare and Elle Canada.

Joeffer Caoc has long been a coveted favourite resource for established music and film personalities including; multiple Juno Award winner Nelly Furtado, Supermodel Daria Werbowy, model/ actress Estella Warren, legendary screen beauty Jacqueline Bissett, Angela Bassett, Molly Parker, Sela Ward, Jill Hennessy and fashion maven Jeanne Beker. All have embraced Caoc's distinctive style and his uniquely precise design sensibility.

### **Farley Chatto**

Canadian designer Farley Chatto works locally, but rocks globally with superbly detailed, eye-popping fashion. Whether creating costumes for Elton John's AIDS fundraising concert in the UK, or dressing dancers in Edouard Lock's La La Human Steps, 39-year-old Chatto leads the fashion-forward pack.

His corporate clients included MAC Cosmetics, Barbie, Virgin, Porsche, Cadbury and Veuve Clicquot, and his works have been featured extensively in the entertainment industry. Chatto has provided costumes for the Toronto cast of the hit Broadway musical "The Producers", "Canadian Idol", CBS "Survivor" stars Ethan Zohn and Jenna Morasca, "Sex and the City" and "Law & Order: Criminal Intent" star Chris Noth, featured in Vanity Fair Ads for "Viva Glam" dressing spokeswoman and rapper Eve, "Corner Gas" star Tara Spencer-Narin as well as controversial choreographer Tedd Robinson. One of the first designers to participate in Fashion Cares, Toronto's Annual AIDS benefit, Chatto has been intimately involved with the event for the past 20 years.

Chatto attended Toronto's Ryerson University Fashion Program, where he established his own "Farley Chatto" line while still a student. Subsequently he was given the opportunity to live and work in New York, collaborating with numerous top American designers and garnering a wonderful offer to apprentice with Giorgio Armani. Now based in Toronto, Chatto continues to create stunning fashion for his "Farley Chatto" line and also provides haute couture to an international clientele as extensive as it is exclusive.

Chatto also produces and directs his own runway shows as well as multimedia extravaganzas for corporate clients. His work is regularly shown alongside North



America and Europe's top designers, and global demand for his work makes Farley Chatto the one to watch in innovative, astonishing design.

### **Wayne Clark**

Wayne Clark is a native of Calgary, Alberta and began his education in art school before changing direction to fashion. He studied at Sheridan College outside Toronto, and apprenticed with Hardy Amies and Ossie Clark in London, England. Wayne Clark returned to Toronto in the late 70's where he began his own collection, and the legend was born.

Since the introduction of the Wayne Clark name into the world of fashion, Wayne has developed a loyal client base that looks to him for the glamour that is missing from their everyday lives. His designs are heavily influenced by the icons of the glory days of Hollywood, and Wayne is known for his use of fabric, cut and draping. His bias cut gowns have become a trademark.

Wayne Clark gowns are sold around the world and have been worn by celebrities as diverse as Jane Fonda, Cindy Crawford and Vivica A. Fox.

With close to 30 years in the fashion industry, Wayne Clark has been able to create a brand that is synonymous with glamour and luxury.

### **Jacqueline Conoir**

Rozemerie Cuevas is the creator of the signature label Jacqueline Conoir Collection which she named as a tribute to her mother. Canadian born, but technically cultured in France, her focus has remained local even with national and international success.

Her coveted collection is an infusion of strength and femininity, classic tailoring with modern detailing. Her creative talent has been recognized in an array of distinction awards and acknowledgments. She has secured exclusive wardrobe contracts with entertainment and media personalities, and her collections are seen regularly in feature films. The best testament to her success is her loyal clients who have been wearing Jacqueline Conoir for the past 20 years.



## **Greta Constantine**

Kirk Pickersgill and Stephen Wong are the designers behind the label. Kirk, a stylist by trade, is based in Milan, Italy and has worked for international designers such as Dsquared2 and Neil Barrett. He's a guest teacher at the renowned *Istituto Marangoni* in Milan.

Stephen began his career as a costume designer in Toronto for Susan Dicks & Co. and has made clothing for several films such as *The Last Day of Disco*, *American Psycho*, *Glitter*, *Chicago* and *Hairspray*, starring John Travolta.

Stephen's draping and design expertise, paired with Kirk's knowledge of fashion forecasting resulted in a business partnership and the establishment of the Greta Constantine label in 2005. Even though the two live on opposite sides of an ocean, they manage to communicate daily.

## **Damzels In This Dress**

Freeman and Lindo have a proven track record for creating items that women want.

Their former dress label, Damzels in this Dress™ has been coveted by silver screen starlets like Kirsten Dunst, and Kate Hudson and rock stars like the gals from The Arcade Fire, Feist, and Amy Milan of Stars.

They've shown their line on the runways of Toronto, and in trade shows in New York and Las Vegas.

They have also been featured in TV shows like Fashion Television, Style VIP, and E Talk Now, and shown in magazines like YM, Seventeen, and Paper.

## **David Dixon**

Born in Toronto, Canada and educated at prestigious Ryerson University, David Dixon enjoys tremendous media acclaim, standing out among his Canadian contemporaries as one of the leaders in fashion design.

In 1995, after an apprenticeship with the world-famous Canadian designer Alfred Sung, Dixon established his own label. He started out at the Toronto Fashion Incubator, a highly respected training ground for up-and-coming new designers, and



began manufacturing and wholesaling his own line in 1996. Dixon left the Incubator to launch his own Toronto-based design and production studio, but he remains affiliated with them and sits on the Incubator Board as an advisor.

The overriding theme in Dixon's collection is quiet elegance. He believes that women respond first to colour and texture. Simple and modern silhouettes present the opportunity for him to explore with textiles, creating his own signature fabrics and searching the globe for new fabrications. Dixon's clothing combines luxury with function; fantasy with sensibility.

Today, David Dixon's designs are sold across Canada and in the United States, Kuwait, the United Arab Emirates, Switzerland, Germany, Tokyo and Hong Kong. Dixon possesses a modernist openness towards emerging design while rejecting the notion of radical change from one fashion trend to another. His innovative designs have won him a following among the elite communities of film and fashion, including: Meg Ryan, Wendy Crewson, Ashley MacIsaac, Holly Cole, Jennifer Love Hewitt, Paul Gross and newcomer, Kristin Booth.

## **Eugenia**

Eugenia Leavitt is the woman behind the label. A native of Montreal, she studied fine arts with a focus on textiles at NSCAD in Halifax before returning to her hometown to pursue fashion at the International Academy of Design and Technology. Her label, *Eugenia Designs* began in 2005 which she now operates from her Atelier in Montreal.

For Eugenia Leavitt it is a great pleasure to make clothing and to work at creating something from start to finish. Her labour of love includes textiles and fashion, and her designs are well-made pieces for ladies who seek out hand-crafted clothing they will treasure over the seasons.

## **Fashion Crimes**

Pam Chorley- designer of Fashion Crimes is one of the first independent Toronto designers to take up shop on Queen West. FC began as a small store with a few racks packed with feminine treasures. It has now evolved into a haven of classic inspired yet cutting edge dresses for girls and women of all ages and occasions. Pam has been in the fashion industry for 25 years and continues to impress with fresh and new design concepts on a daily basis. She has been featured in many magazines and TV shows including Toronto Life, City TV, Fashion Magazine, Wish Magazine, Flare Magazine, Parade and Wedding Bells to name a few. The most intriguing



aspect of FC is the fact that most of the dresses in shop are produced around the corner at her studio, making it possible for Pam to cater to every woman and child for a more personalized shopping experience. It is not just her fashion designs that make Pam a significant icon in the city of Toronto; she is hands on in every aspect of design. Any person who has entered her store can tell that this is no ordinary place created by any ordinary person. People are always wondering what she is going to come up with next.

### **Freda's**

For designer Freda Lordanous, fashion design is not just a career - it is a passion! When Freda immigrated to Toronto in 1971, she brought with her a solid design background, an unerring eye for detail, and a distinct European flair.

She began as a couturier for a private clientele and was encouraged by this loyal following to open a haute couture shop in 1973. As her reputation flourished, so did her business. With a degree in Fashion Design and the experience of owning a couture shop, Freda soon fulfilled her immediate goal to reactivate the business she had left behind in Greece. She set up "house" as a couturier for small private clientele, which soon grew rapidly into a manufacturing and fashion company.

Loyal clients travel from all across Canada just to get a glimpse of Freda's latest fashions. She combines the best European fabrics with high quality and innovative styling all in the newest colours and silhouettes of the season.

In 1991, Freda won the CAFE Award (Canada Award for Business Excellence by the Federal Government of Canada in recognition of her remarkable talents and business achievements. As a business person, Freda is highly recognized by both her colleagues and private sectors for her achievements and was chosen as Canada's Best Employer for Women.

Over twenty five years of experience has given Freda a solid foundation for continued growth and success. It's no wonder Freda has been regarded as the "best kept secret in the fashion industry" (Valerie Gibson, Toronto Sun). Her passion for the industry and fashion is exempted in her glorious collections season after season.



## **Jay Godfrey**

Jay Godfrey is the founder and creative director behind his eponymous collection of sleek, sexy and sophisticated designs. Perpetually inspired by the chic New York woman, Godfrey's goal as a designer is to meld the classic tailoring techniques of Savile Row with modern silhouettes and luxurious fabrics. The result is his distinctive, contemporary collection of dresses and separates that accentuate the female figure.

A native of Toronto, Godfrey realized his dream of becoming a designer while working his first summer job at Hugo Boss. He studied finance at Montreal's McGill University in order to gain a grounding in business and accounting. Upon graduating, Godfrey headed to Wall Street and worked for Citigroup. While learning the finer points of finance, Jay's goal of designing a collection led him to Parsons School of Design. An internship with Oscar de la Renta fine-tuned the young designer's style and technique, and helped him determine the ultimate Jay Godfrey woman.

Having only been in business for a little over two years, Godfrey has quickly cultivated his signature aesthetic which perfectly lends itself to the fashion-forward and glamorous woman. The collection has caught the media's attention and has been featured in *WWD*, *ELLE*, *Cosmopolitan* and the *New York Post*. Godfrey's designs have also captured a loyal celebrity following and he is proud to have dressed Eva Mendes, Jennifer Lopez, Petra Nemcova, Carmen Electra, Sarah Michelle Gellar, Gabrielle Union, Kate Walsh, Katherine Heigl and Jaime Pressly.

Jay Godfrey is sold in Intermix, Neiman Marcus, Nordstrom, Bloomingdales, and Holt Renfrew, as well as numerous luxury boutiques worldwide.

## **Paul Hardy**

Canadian born and based, Paul Hardy took his career from design school graduate to personal shopper to acclaimed designer. Paul Hardy began his design career in 2002 with an opening show at Toronto Fashion Week where his first collection saw a host of rave reviews declaring, "a star is born". After seeing that first collection, fashion icon Jeanne Beker, host of Fashion Television and now editor of FQ Magazine, compared Hardy's talent as being that of the likes of Marc Jacobs or Stella McCartney.

The sensation caused by his first collection led Hardy to pursue opportunities at Los Angeles Fashion Week. There he garnered the attention of notable industry media



types like WWD who described Hardy's style as "a thoughtful, well-made collection of soft sophisticated clothes". Such reviews about the line sent a buzz across the United States to New York, where Hardy unveiled his third season for Spring/ Summer 2004. Feted with a party hosted by Canadian Consulate General Pamela Wallin, Hardy's Manhattan debut drew attention from Fern Mallis, President of the CFDA.

As a result, 7th on Sixth invited him to show in the tents at Bryant Park the following season. Some of his designs were described as "Oscar worthy" by celebrity stylist Philip Bloch and the New York Post. Flare magazine has described him as one of the freshest new talents emerging from North of the border.

In 2005 Hardy continued establishing credibility to Calgary talent and proving to the rest of Canada and the world what he could do. Having already established a high-end women's collection and jewelry & accessories line, Hardy began working with fur after NAFA had sent him on an inspiring visit to the SAGA fur institute in Copenhagen, Denmark. The result of this visit was a magical Narnia-inspired collection.

One piece, garnered the interest of the Robb Report luxury magazine, by selecting Hardy's fur poncho as one of the 70 ultimate Christmas gift items for their annual list. Hardy furthered his interest in luxury goods, after being approach by the Northwest Territories Government Canadian certified diamond producers, to design a limited collection of fine jewelry.

In 2006 Elle Canada listed Hardy as one of the top 10 designers in Canada. In addition, Lisa Tant, editor of Flare magazine, was quoted saying "He has vision and he's achieved it at every step". In March, Hardy attended the prestigious Tranoi Womens Show in Paris, France. This event offers a high-end and avant-garde selection of the best designers from around the world.

2007 was a year filled with exciting new endeavors including the opening of Hardy's first free-standing store. Paul Hardy Atelier is located in the trendy Kensington neighborhood of Calgary. Hardy also continues to show at L'Oreal Fashion Week, Canada's top bi-annual fashion showcase. Hardy's Spring/ Summer 2008 collection received rave reviews, especially after the notable designer admitted to conceiving and producing the collection in only 12 days. In December Hardy branded his knitwear line under the label Paul Hardy "Kaille". In the future Hardy hopes to generate more awareness of his lines internationally, and is in the process of working on concepts for a men's line, accessories line, and a moderately priced line.



In addition to refining his skills and growing his company Paul devotes his time to World Vision as a spokesperson for their HOPE initiative campaign. In January of 2008 Hardy had the opportunity to join a team of individuals from Winnipeg going to Uganda to build schools for villages. The organization running this program is called Watoto, and is most known for its children's choirs that tour around the world. They are also focusing on rescuing, redeeming and restoring the lives of child orphans whose families have died as a result of civil wars and / or the AIDS pandemic within the country of Uganda.

### **Thien Le**

Toronto-based fashion designer Thien Le is an artist of many trades. Seven years ago, his natural talent for capturing line, colour, style and texture in his fashion creations raised celebrity eyebrows and captured media attention.

During his youth, Thien's artistic energy was expressed through sculpture and painting. Continuing from a family line of custom tailors, fashion became the vehicle for his visual creativity. In 1998, Thien graduated from the International Academy of Design and received the Best Evening Wear Designer award. Having refined his skills from his work experience in visual merchandising and costuming at the Canadian Opera Company, Thien Le launched his own label in 1999.

Thien Le continues to create custom designs for actors Shirley Douglas and Colm Feore, events manager Barbara Hershenhorn, members of Toronto's media and publicity personalities. Red carpet clients include Iman, Polly Shannon, Wendy Crewson, Elisha Cuthbert, Leelee Sobieski and Tia Carrera. The flying team at Bombardier sport Thien Le designer uniforms and Sandusky International are also Thien Le fashion fans.

Thien Le is very Canadian; although he is often better known in the fashion worlds of Honk Kong, Los Angeles and New York, he has recently become one of the most celebrated fashion designers in Toronto.

Never one to rest on his laurels, Thien Le is embarking on a new venture to create a line of women's golf wear that will turn heads. Inspired by colourful fashion fabrics and the latest technical/performance fabrics, Thien Le will revolutionize women's golf wear. Showcasing the feminine form, colourful and comfortable, yet eye-catching and unique, women will be as well-dressed lunching at some of the finest Toronto restaurants as teeing it off on the first hole. The collection is versatile, exciting and complete with a line of accessories to match.



## **Pat McDonagh**

Irish-born Pat McDonagh first made her mark on the Canadian Fashion Scene during the initial explosion of the boutique phenomenon during the 60s and is regarded as one of the most creative designers in Canada today.

Educated in England and Paris, Pat has designed costumes for celebrity personalities including Diana Rigg in the *Avenger* series, The Beatles, HRH the late Diana Princess of Wales, actress Deborah Kara Unger (*Crash, The Game*), actress Maria Del Mar (*Blue Murder*) and most recently actress Wendy Crewson (*Air Force One, Corrinna Corrinna*).

Pat McDonagh is an award-winning dynamic designer who is always a step ahead of the pack, yet never so far ahead that we lose touch with her. Her designs are youthfully avant-garde, yet retain an earthy, classic feel, often tinged with romanticism.

## **Lucian Matis**

Lucian Matis, the son of a businessman and tailor shop owner, was born in Romania in 1979. He grew up in his mother's tailor shop and started designing from a very early age. His first customers were his school teachers. Lucian followed his studies in art with a specialization in painting and graphics. He moved to Canada in 1999, starting his fashion studies at Ryerson University in 2000, where he soon showed great talent and maturity, leading to his early graduation in 2003. While studying in University, Lucian worked for the bridal fashion house "A custom affaire" where he designed his first collections of bridal and evening wear, which showed a great sense of elegance, breaking the norms of the wedding gown.

While in University, Lucian won many different fashion awards, including: The Fur Council of Canada Award (2002), Le Chateau's Menswear Competition (2002), People's Choice Award for Best Sketch in the Chinese Competition (2002), semi-finalist for the International Young Designer Competition (2002) and Alfred Sung Award for great design talent (2003).

Lucian's first collection, which was part of his graduating thesis, was designed under his own label, Lucien Matis, and had both futuristic and religious inspirations. It had "a different kind of aesthetic...the aftermath of the Third World War," and was



entitled *Premonition of War*. It created astonishment within the international and local fashion industry, displaying a great sense of detail and style, with an unpredictable combination of shape, texture and use of unusual materials, such as animal bones and teeth. Hidden beneath the fizz of fantastic details, such as excessive accessories and lace cascades, were unexpectedly wearable and exquisitely cut dresses. Presented on the sound stage of a battlefield, *Premonition of War* not only pleased the eye, but also made people aware of the real deeds of war and the atmosphere behind it, giving Ryerson's annual graduating fashion show a spectacular finale.

Lucian's last collection was presented at L'Oreal Fashion Week in March 2007 and featured his first professional collection for Fall/Winter 2007. The collection and Lucian were received with smashing success. Accolades and praise followed quickly including a special guest appearance on the highly rated, final episode of Canada's Next Top Model wherein his entire collection was worn down the runway in a final competition by the two finalists. Since then, this same collection has been featured in a group show during the Festival of Fashion and Design in Toronto's Dundas Square as well as in and on many magazines editorial pages & covers (including Lush, Flare, Ion, Amazing Canadian to name just a few).

## **Nada**

Nada Shepherd began her career in fashion in the year 2000.

Focusing on tactile fabrications and tailored silhouettes that accentuate the form, her designs create chic style statements for the woman who doesn't just get dressed—she dresses.

Now available in stores across Canada and the United States, Nada consistently creates head-turning women's apparel.



## **Pink Tartan**

When the who's who of Hollywood is calling on you any time they need a sleek, glamorous look, you must be doing something right. As one of North America's leading clothing designers, Kimberley Newport is the creative mind and driving force behind Pink Tartan, fast becoming the label of choice for many of today's most fashionable models and celebrities.

Currently one of the most in-demand lines in Canada and the United States, Pink Tartan recently extended its relationship with high-end department store Saks Fifth Avenue and is now carried in over 170 stores across the continent.

Newport founded Pink Tartan in 2002, in partnership with her husband and business partner, Joseph Mimran, the branding mastermind behind such high-profile concepts as Club Monaco, Alfred Sung and Joe Fresh.

The move to create her own label followed the birth of her daughter in 2001, hence the "pink" in Pink Tartan. With her husband, she created a line of sophisticated and chic sportswear that is a reflection of Kimberley's style and personality. "I take a simple approach; if it fits me and makes me feel good, then I know my customer will love it too."

The fashion world quickly took notice; after bursting onto the Canadian fashion scene in 2002, Newport brought Pink Tartan to New York and opened its showroom in the fall of 2004, and has since been commissioned to design uniforms for luxury lifestyle clients such as The Hollywood Roosevelt Hotel's Tropicana Bar, The Elgin and Winter Garden Theatre Centre and Porter Airlines.

The results speak for themselves. Counting such a-list celebrities as Kate Hudson, Maggie Gyllenhaal, Fergie, Nelly Furtado, Vanessa Williams, Anna Paquin, Kim Cattrall, Yasmin Warsame, Lisa Cant and Heather Marks among its loyal customers, Pink Tartan is one of North America's most coveted lines.

## **Andy Thê-Anh**

One of the most prominent Canadian designers of his generation, Andy Thê-Anh made his mark with the POW label in 2001. Four years later, with Athêlia, his new financial backer and manufacturer, Andy launched his new label, simply called ANDY by Andy Thê-Anh. Andy has been serving up very trendy and ultra-feminine styles for the modern, career-oriented woman who exudes refinement and glamour. Andy



is especially known for his impeccable suits, his ultra-feminine blouses and his drop-dead gorgeous dresses.

Born in Vietnam, Andy came to Canada in 1981 and studied fashion at LaSalle College after finishing a degree in science. Over the years, he has won several fashion awards, and more recently he has been chosen to represent Canada at the World Fashion Awards, a gala event that will take place at the Kodak Theatre in L.A. Thirty-eight countries from around the world will be represented. Andy has also won the 2006 Fashion Export Award, Canada's equivalent to the Council of Fashion Designers of America/*Vogue* Fashion Award, in the women's wear category.

The ANDY collection and the designer himself are media darlings in Canada. His work has received a tremendous amount of press in the most prominent Canadian fashion magazines and newspapers. Through the years, he has dressed some of the most admired Canadian stars. Most recently, model, businesswoman and *Project Runway Canada* host Iman was featured in one of Andy's dresses. His clothes have also drawn the attention of a new generation of Canadian socialites, ladies such as Sophie Grégoire, wife of Justin Trudeau, son of Canada's former Prime Minister.

His collection is currently represented by agents in Canada, the United States and Europe and is featured in over 200 stores around the world. The first two Andy flagship stores just opened in Montreal in the prestigious Les Cours Mont-Royal and on trendy De La Montagne. A Toronto store is planned to open shortly.

### **Carlie Wong**

Carlie Wong is a fashion designer based in Vancouver, B.C. A year upon graduating with a bachelor degree in fashion design from Kwantlen Polytechnic University, she created the Carlie Wong label; a high-end women's wear line designed for the confident woman who expresses herself through femininity, sophistication and a desire for everyday luxury.

In 2007, Carlie burst into the fashion forefront as the youngest of 12 featured designers on the inaugural season of *Project Runway Canada*. Through her design contributions and endearing nature in this critically acclaimed TV show, she has garnered a strong following from local celebrities to the fashion elite. Her work has been featured in numerous publications and broadcasts and her evening dresses have graced the red carpet.

As a testament to her design philosophy, Carlie's work features quality construction,



attention to detail and a strong eye for silhouette and proportion. Favouring pure lines and neutral colour palettes, her focus is to create feminine, luxurious pieces utilizing fine imported fabrics and expert craftsmanship. Carlie's collections seamlessly fuse classical with modern elements and are often inspired by travel, music, architecture and history.