

Mercedes-Benz StartUp

FOR IMMEDIATE RELEASE

Meet the Mercedes-Benz Start Up Finalists

TORONTO, ON – OCTOBER 6, 2011 – Mercedes-Benz Canada, the FDCC, and IMG today revealed more details regarding the **five** 2011 Mercedes-Benz Start Up finalists in preparation for the upcoming national final group runway show. Planned as a highlight during LG Fashion Week Beauty by L’Oreal Paris, **CASSIE DEE, MARTIN LIM, TRAVIS TADDEO, TRIARCHY** and **UNTLD** will all present their respective Spring 2012 Collections on Tuesday, October 18, 2011 at 6 p.m. at the Runway venue in front of an audience of program judges and mentors, fashion insiders, celebrities and VIPs.

The Mercedes-Benz Start Up finalists were selected from a nationwide search, and have already received invaluable mentoring in the business of fashion as they prepare their collections for the runway. One finalist from this group will be chosen at the final to receive mentoring from a hand-selected group of industry experts, an editorial feature in FASHION Magazine, and their own, fully produced runway show during the Fall 2012 Collections in March.

ABOUT THE FINALISTS

CASSIE DEE started in the industry as a patternmaker and a fashion instructor before launching her own line in 2010. Producing exclusively in Canada, the Cassie Dee label appeals to a modern way of dressing. With a strong emphasis on separates, the looks are bold but can be broken down into beautiful pieces for work and lasting staples in a wardrobe.

MARTIN LIM is the fusion of two cultures and two worlds through the merger of designer duo Danielle Martin and Pao Lim. National and international award winners, Martin and Lim are devoted designers who gained valuable experience while working with globally renowned designers such as Christian Lacroix and Roland Mouret.

TRAVIS TADDEO is a Canadian designer who first launched his eponymous line in 2008 after completing the fashion design program at LaSalle College in Montreal. Known for minimal lines and the use of jersey fabrics

and leather, Taddeo provokes and pushes boundaries creating a bold marriage between luxury and street wear apparel.

TRIARCHY is the brainchild of self-taught designer Adam Taubenfligel who began his career in the industry working in denim factories in Italy. After learning the art of denim construction on the factory floor, Taubenfligel implemented his knowledge into the creation of Triarchy with his brother Mark and sister Ania onboard as partners.

UNTTLD is the collaborative work of Montreal designers José Manuel St-Jacques and Simon Bélanger. Drawn from the meticulous exploration of traditional techniques (knits, crochet, handmade silkscreen printing) that are reconstructed, modernized and adapted to create the brand's artistically inspired collections.

ABOUT MERCEDES-BENZ START UP

Produced in association with the Fashion Design Council of Canada, Mercedes-Benz Start Up is a new ongoing initiative that is intended to provide a national platform to discover and support up-and-coming Canadian designers. By connecting these gifted individuals with an experienced panel of industry insiders, the program will mentor impressive Canadian talent to help them hone a broad range of skills and elevate their profile through unique and exclusive opportunities. This unprecedented access to experts, combined with invaluable real-world practical experience, will equip participants with a comprehensive roadmap to success and the knowledge and confidence required for a thriving career in fashion.

Mercedes-Benz Start Up content, including videos, photo galleries, interviews, and more will be available at www.FASHIONMagazine.com/mercedesbenzstartup.

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