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French fashion exchange

Style Montreal Fashion Week's 14th edition invites European designers to showcase work

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When Montreal Fashion Week opens its doors for business this week, industry watchers and designers will likely see some new faces among the style watchers in attendance.

When the four-day event kicks off its 14th edition on today featuring fall collections by homegrown and international designers, members of the general public will have the opportunity to see the designs up close and personal themselves - a first for the city's semi-annual industry showcase.

Helmer Joseph returned to Montreal four years ago after two decades of work as a high fashion and theatrical costume designer in Paris, working in haute couture with his own label as well for the likes of design heavyweights like Narciso Rodriguez in Spain and Marc Jacobs' first collection for Louis Vuitton.

Joseph, whose design label goes by his first name, said he's impressed by Fashion Week's partnership with the high-profile Who's Next show, which he said is among the most select groups of designers in Paris, and is also pleased with the addition of the showroom showcase for designers.

"After the show, we must have a place to meet the buyers and I think it's good," he said. "Fashion Week in Montreal for me looks like Fashion Week in Milan or Paris. It's the same thing now. This season is getting better."

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