



**Media advisory**

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*Tenth anniversary of the Boat and Water Sports Show*

**A nautical fashion show to delight  
boating and water sports enthusiasts!**

(Montreal, January 27, 2009)—For the past 10 years, the Quebec Maritime Association (QMA) has made sure that the Boat Show has a few more surprises in store every year. The anniversary edition, taking place January 29 to February 2 at Place Bonaventure, is no exception. Visitors to the 2009 Boat and Water Sports Show will be able to take in an exciting nautical fashion show!

Presented by the QMA in association with Yamaha, under the artistic direction of **Luko Marion**, this event will feature summer fashions, water sports, swimsuits and much more. Visitors will have five opportunities to see the fashion show:

**Friday:** 12:30 p.m.

**Saturday:** 11 a.m. and 2 p.m.

**Sunday:** 11 a.m. and 2 p.m.

A number of Quebec designers will be taking part in the event and showing off their latest creations. They include:

- **Shan**, beachwear and swimsuit collection ([www.shan.ca](http://www.shan.ca))
- **Joseph Ribkoff**, spring and summer collection ([www.ribkoff.com](http://www.ribkoff.com))
- **Harricana par Mariouche**, summer collection, cruisewear and furs ([www.harricana.qc.ca](http://www.harricana.qc.ca))
- **Aqua Di Lara** ([www.aquadilara.com](http://www.aquadilara.com))
- **Dinh Ba Design**, spring and summer collection ([www.dinhbadesign.com](http://www.dinhbadesign.com))
- Artist **Scotty Dont**, for L'autre couture ([www.mistahd.com](http://www.mistahd.com))
- **Genest Design**, plus sizes, spring and summer collection ([www.grandheur.com](http://www.grandheur.com))
- **Yamaha**, extreme water sports collection ([www.yamaha-motor.ca](http://www.yamaha-motor.ca))
- **L'autre couture**, extreme clothing ([www.lautrecouture.com](http://www.lautrecouture.com))

- ❖ Models will be wearing jewellery from the **Caroline Néron** collection ([www.bijouxcarolineneron.com/](http://www.bijouxcarolineneron.com/)) and footwear from **Jordan Taylor**.

Artistic director of the Académie des arts et du design, Luko Marion is used to presenting haute couture fashion shows. He takes the time to combine fashions with music to create an ambiance and a harmony that respects the styles but, above all, delights the audience. "For many people, a boating fashion show is all about summerwear and swimsuits, but for me, it's an opportunity to do even more!" says Mr. Marion.

\*\*\* Please contact the resource people listed below with any requests for information, photos or interviews. They can also provide you with media accreditation for accessing the Boat and Water Sports Show. A complete media kit is also available. \*\*\*

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