

# the RUNWAY<sup>™</sup> at Winners<sup>™</sup>

## Press Release

### Lights, Camera, Glamour – Get Film Fest Ready with The Runway at Winners Fall 2011 Collection

Toronto, ON (August 30, 2011) – On September 8<sup>th</sup>, film meets fashion as Winners launches its Fall 2011 Runway Collection alongside one of the world's biggest international film festivals. As celebs, socialites and film lovers descend on Toronto for two event-filled weeks, what they'll be wearing will be just as important as the movies being screened.

Inspired by the upcoming festival, Winners is pleased to unveil its newest Runway Collection with three distinct looks to reflect different film fest personalities: *The Starlet*, *The Social Butterfly* and *The Movie Buff*.



#### **The Starlet**

*Show Stopping Glamour*

*Celeb Inspiration: Angelina Jolie, Blake Lively*

**Starring:**

- A dramatic floor-length gown
- Statement jewellery
- Embellished stilettos



#### **The Social Butterfly**

*Eclectic, Edgy, Trend Setter*

*Celeb Inspiration: Sienna Miller, Gwyneth Paltrow*

**Starring:**

- A bold party dress
- Chic leather jacket
- A fabulous designer handbag
- Sky high platforms



### **The Movie Buff**

*Understated Luxury*

*Celeb Inspiration: Sophia Coppola, Alexa Chung*

#### **Starring:**

- Luxurious cashmere knits
- Designer jeans
- Italian leather loafers
- An oversized designer handbag

“No matter what film fest personality you most identify with, Winners Fall 2011 Runway collection has incredible fashions from the most coveted designer collections straight from the runways of Paris, Milan, New York and London – at 30 – 70 per cent less,” said Colleen Uncao, Winners Fashion Expert. “Whether you’re walking the red carpet, attending an after-party or lining up for a screening, it’s important to look your best as you never know where the night will take you!”

Fashionistas will also be delighted to hear that Winners newest location, opening September 15<sup>th</sup> at the corner of Queen St. & Portland St., will also house The Runway at Winners collection. The Runway at Winners collection is now available in over 12 stores in cities across Canada (Toronto, Oakville, Calgary, Edmonton, Vancouver and Montreal). Check out [winners.ca](http://winners.ca) for store locations.

Each personality along with clothing descriptions is currently available at The Runway at Winners online showroom. To access photos and view the clothing, log in at: <http://www.onlineshowroom.ca> password: fall2011

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**Winners requests that media respect our vendor agreements to not publish, promote or disclose brand names. Please note that colours and styles may vary by store.**

#### **About WINNERS**

For over 20 years, Winners has been offering Canadians brand name and designer fashions at up to 60% less than department and specialty store prices, every day. The chain is Canada’s largest off-price retailer with over 210 stores across the country selling high quality merchandise for the entire family. Winners is a division of the TJX Companies, Inc. For store hours and locations, call 1-877-WINN-877 or visit [winners.ca](http://winners.ca).

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