



Ludique and Sensation Mode support the Women's Y Residence

Montreal, June 17, 2008. The Women's Y Foundation is pleased to announce that Ludique, a personal Fashion Stylists company, and Sensation Mode, the organisation responsible for Montreal Fashion Week, joined forces to organise a fashion show called "Urban Armour", benefitting the Women's Y Residence.

This event was held on March 27 during Montreal Fashion Week at Marché Bonsecours. For the first time, a fashion show open to the public included such renowned designers as Marie Saint-Pierre, Marisa Minicucci, Jude and Christian Chenail. They showed their fall-winter collections to a full house and an enthusiastic crowd.

The proceeds of this fashion show went to the YWCA Montreal Residence, which welcomes women experiencing a difficult period in their lives, who wish to participate in a program of social reintegration. This program offers community living in a secure environment, at an affordable cost. A team of committed counsellors accompanies each woman as she follows a personal development plan adapted to her individual needs.

For more than 130 years, the Women's Y of Montreal (YWCA Montreal) has supported women of all ages and cultures in their personal, economic and professional development. The Women's Y offers literacy programs for women and families, affordable housing, a residence for women in difficulty, leadership programs for girls to counter early sexualisation and violence, as well as employment and entrepreneurship programs.



From Left to right : Caroline Alexander and Jeff Golf, co-founders of Ludique, Diana Pizzuti, Head of Housing Services of the Women's Y of Montreal, Karine Marin, gestionnaire de Sensation Mode and Isabelle Baril, director of the Women's Y Foundation.

Source and information:

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