

# STYLIST'S OWN

## For immediate release

Montréal, September 1st, 2009 – After a popular inaugural event in April, STYLIST'S OWN - EDITION 02 once again promises impossible-to-find pieces, made accessible to the public from Friday, October 2nd to Sunday, October 4th, 2009.

What is STYLIST'S OWN? While the event website offers a definition of the expression, the goods themselves include: clothing fashions for men and women + designer accessories and objects + bold aesthetic choices + affordable prices + a stylish venue and attentive service + and an unusual space = one very unique experience!

The first edition of STYLIST'S OWN was presented at DOMISON [www.domison.com], whose elegant furniture showroom was specially reconfigured for the occasion. It was an unprecedented event: 500 attendees at the private opening reception, and 2,000 visitors over the course of the weekend. The goal was to showcase an innovative space in Montreal, with the help of carefully-selected pieces from some 70 creators and labels. Mission accomplished!

STYLIST'S OWN, which is nomad by nature, has an appointment this time at Studio MW, a hair salon that opened its doors in October of 2005 in a heritage building in Old Montreal. Studio MW inhabits a vast space with unusually high ceilings; everything is bathed in generous quantities of natural light from immense windows. Sylvie Berkowicz (Créativité Montréal) notes that *"[the furniture's] wood and metal accents contrast beautifully with the omnipresent whiteness of the walls and ceiling,"* favoured by architects Marie-Joëlle Brassard and Mark Brightman. Naturally, Studio MW's clients receive a welcome every bit as classy as the space itself.

WHO IS BEHIND STYLIST'S OWN? One of Montreal's most respected and sought-after stylists and art direction consultants, Azamit [www.azamit.ws]. The only thing bigger than her list of contacts in fashion and design is her generous heart! *"Nothing in the world could convince me to share my address book, but I do want to spread the word about my best finds to as many Montrealers as possible,"* she says. Azamit is known for her impeccable taste, sharp eye and contagious personality. What's less well known is the behind-the-scenes role she has played for years, bringing emerging labels and designers into the spotlight in publications such as ELLE, Plaisirs de Vivre, Lush and at events like SIDIM and souk@sat [www.souk.sat.qc.ca], the latter of which she founded in 2003.

Anyone who craves wares of the unique or/and limited-edition variety will not want to miss STYLIST'S OWN. All year long, Azamit unearths prize pieces in the most innovative showrooms, exhibitions, and designers' workshops. STYLIST'S OWN, a nomadic, limited-time event, renders fashion and design accessible to all.

This season STYLIST'S OWN will take place at :

### Studio MW

400, rue McGill (angle of Saint-Paul Ouest Street)  
Montréal, Qc, H2Y 2G1  
514-393-3969  
info@studiomw.ca  
www.studiomw.ca  
Métro Square-Victoria (sortie Saint-Jacques)

### PRIVATE COCKTAIL RECEPTION

Invitation-only event for members of the media  
Thursday, October 1st - 5 pm to 9 pm

### OPEN TO THE PUBLIC

Friday, October 2nd – 10 am to 9 pm  
Saturday, October 3rd – 10 am to 6 pm  
Sunday, October 4th – 12 pm to 6 pm

### GÉNÉRAL INFORMATION

info@stylistsown.ws

### PRESS RELATIONS

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### PLACES TO VISIT NEAR STUDIO MW

-Cluny Art Bar :: www.cluny.info  
-Fonderie Darling :: www.fonderiedarling.org  
-DNA Cuisine Complice :: www.dnarestaurant.com  
-Le Cartet :: 514-871-8887  
-Olive & Gourmando :: www.oliveetgourmando.com  
-Titanic :: www.titanic-mtl.ca  
-Vauvert :: www.restaurantvauvert.com  
-Michel Brisson :: www.michelbrisson.com  
-Reborn :: www.reborn.ws  
-DHC/ART, Fondation pour l'art contemporain :: www.dhc-art.org