



## PRESS RELEASE

**LRMM au féminin in the front row  
Fashion & Design Festival**

**Montreal, August 25, 2017** – It was in a friendly atmosphere and with great enthusiasm and excitement that the **LRMM au féminin** team welcomed, on August 23<sup>rd</sup>, 100 women from the business community for a VIP evening organized as part of the Fashion & Design Festival, which is currently taking place at the Quartier des spectacles.

**An inspiring story for inspired women!**

The guests had the pleasure of meeting Quebec designer Marie Saint Pierre, the first fashion designer admitted to the Royal Canadian Academy of Arts, at a private cocktail and conference.

“Who could be more inspiring than Marie Saint Pierre, with her entrepreneurial spirit, to tell her story to our guests,” notes Antonietta Melchiorre, head of the LRMM au féminin committee.

After the conference, the participants gathered in the VIP section to watch a fashion show held as part of Montreal’s 375<sup>th</sup> anniversary. This show featured the talent of Quebec’s leading fashion designers, including Philippe Dubuc, Denis Gagnon and Marie Saint Pierre. M<sup>re</sup> Mélissa Rivest from our firm’s litigation department agreed to lend a hand and model the fabulous clothes for the night, adding a special and playful touch to our event.

“Our firm is delighted to be associated with the Fashion & Design Festival, a key event in the fashion industry. Members of the LRMM au féminin network had a one-of-a-kind experience,” says M<sup>re</sup> Melchiorre.

**About the Fashion & Design Festival**

The Fashion & Design Festival is the annual celebration of creativity in downtown Montreal. Founded, developed and produced by Groupe Sensation Mode, this unique event offers a varied program including fashion shows and live creative sessions. For four days and four nights, there are nearly 50 shows featuring renowned designers and the leading national and international fashion brands. Make-up artists, hairdressers, models, stylists and musicians contribute to the atmosphere. A true platform of fashion, design, music and shopping trends, this event is the biggest happening of its kind in North America.

**About LRMM au féminin and Lapointe Rosenstein Marchand Melançon**

LRMM au féminin was founded in 2013 by lawyers and other professionals to increase the visibility of women in influential circles and to act as a catalyst to create business opportunities among women. It also aims to contribute to the advancement of women and support organizations dedicated to this goal. LRMM au féminin is the strength behind a network comprised of businesswomen, professionals and clients of the firm.

Lapointe Rosenstein Marchand Melançon is one of the largest independent law firms in Quebec, with nearly 90 professionals, and offers a complete range of legal services in business law, civil and commercial litigation as well as insurance law. Through its association with TerraLex<sup>®</sup>, an international organization connecting attorneys in over 100 countries, the firm has access to a worldwide network of legal and commercial advisors in numerous fields of practice.

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