



Montreal – October 13th 2009.

For the past 15 years, Yves Jean Lacasse has married in a playful yet refined manner the past and present. His creations, particularly ethnic and historic in nature, are intermingled with styles inspired by the noble courts of Africa and Europe. Yves Jean Lacasse, animated by a passion handed down over 3 generations of tradition, continues to offer an accessible "sur-mesure" for all.

Yves Jean Lacasse is a promoter of home grown fashion abroad and his collections have been presented in several cities all over the world. His creations are celebrated by people of all multicultural and religious communities. The label is considered as one of the greatest of international couture.

The spring-summer 2010 collection will be influenced by various periods which have marked the history of our *Maison de Couture*.

About Yves Jean Lacasse.

Yves Jean Lacasse's creativity was recognized for the first time in 1999 when he participated in a fashion show in Brussels organized by the *Agence Québec Wallonie-Bruxelles pour la Jeunesse (AQWBJ)* where he was awarded the **Public's Choice Award**. During fall 2000, he was nominated for the *Griffe d'Or* and, in July 2001, he was invited to join the delegation of the "Québec-Europe 2001" mission in the presence of Prime Minister Bernard Landry. Recently, for the 400th anniversary of the city of Québec, Yves-Jean Lacasse was commissioned by La Délégation de Québec of Brussels to create a costume for Brussels' famous Manneken-Pis. The mini collection of garments designed for the legendary bronze statue joins over 800 other costumes exhibited at Musée Maison du Roi of Brussels, where a costume offered by Louis XV is displayed. After winning the "**mention spéciale du prix Jean-Cartier**" at the "*Salon des métiers d'arts*" of Montreal in December 2001, he was then invited by the Tunisian Tourism Board to present his collection and get acquainted with the fashion industry of that country.

January 2004, Yves Jean Lacasse was also a finalist for the prestigious **Rising Star Award** in New York. April 2004, ENVERS was invited by the Canadian Consulate of Munich for a fashion show at the "*Heringsdorf*" in Germany.

He was also invited, by the government of Quebec, to participate in the fashion show of the **Salon Premiere of Atlanta-Mart** in the United States. In November 2004, Yves Jean Lacasse, invited by France, represented Quebec at the **International Biennale of Design of Saint-Etienne**. He promotes the Quebec fashion industry in other countries and has been presenting his collections for almost six years in Brussels, where he always gets the attention of the fashion industry and the press. In September 2005, he participated in a fashion show at the Paris Landing in Boston chaired by **Philippe Starck**.

In October 2005, he celebrated the tenth anniversary of the ENVERS label during a benefit with the **McCord Museum Foundation** which holds the largest collection of Canadian historical costumes. In 2006, he was appointed the designer for the Outgames in Montreal and appointed for the 4th year by Tennis Canada for the **Rogers Cup** where he created exclusive garments for the top women and men tennis players from around the world.

After a very successful evening for the spring/summer 2008 fashion show in profit of the humanitarian project **Mission Maroc** of the CHU Sainte Justine, the organizers along with the doctors dedicated to this mission, presented Yves Jean Lacasse with an honorific prize in order to thank him for his implication in the cause. **Les bonnes Oeuvres du Coeur of Casablanca**.

Professor at the **Montreal Center for Contemporary Textiles**, he is often invited to give lectures on the artistic vision and training of young professionals from here and abroad.