



PRESS RELEASE SMCL21

For Immediate Release

SOIRÉE MODE COLLÈGE LASALLE

The Fashion Marketing students present three fashion shows at the eighth edition of Soirée Mode Collège LaSalle (SMCL)

Montréal, 2021 - The second year Fashion Marketing students of LaSalle College invite you to the eighth edition of the annual Soirée Mode Collège LaSalle (SMCL). The event will present this season's trends in three fashion shows: 555, Into the Madness and Réflexion. The presentations will take place on Saturday, November 13th, 2021 at 2:30PM, 5PM and 6:30PM and 8PM, at LaSalle College in Jean-Paul-Morin Hall, 2000, Sainte-Catherine Street West, Montréal.

The tickets for SMCL are available on [Soirée mode Collège LaSalle](#) via Eventbrite. Your tickets will give you access to one hour and a half fashion circuit and surprises, including three fashion shows.

Here is a glimpse of the three concepts that will be presented:

[555](#)

“Innocence, once lost, can never be regained. Darkness, once gazed upon, can never be lost.” -John Milton

A new chapter is yet to begin. “555” represents just that. A sweet & innocent girl enters womanhood and discovers her own confidence & maturity through fashion. Change should not be feared, it should be welcomed. Fall into the transmutation of a girl as she thrives through life.

[Réflexion](#)

In order to raise awareness of the consequences of global warming, including the melting of glaciers, the models will evolve wearing outerwear to light outfits. Thus, we wish to be the reflection of the current situation, while underlining the reflection that we must have for the generations to come.

[Into the Madness](#)

When adulthood comes knocking at the door, growing old is inevitable, but growing up is a choice... Come play where the clock stops and where you can run away from the inescapable. A land full of wonder, mystery and danger awaits you, in which you can embrace your madness...

The Fashion Presentation course, offered in the third semester of the Fashion Marketing Program, allows students to practice the theory taught in their courses when setting up an event. LaSalle College is proud to offer its students such professional experience in the industry.

[Soirée mode Collège LaSalle](#)

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Photos: Credit Sylvain Blais

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For more information:

media.soireemode@gmail.com