

**Tuesday January 3, 2012**  
**IMMEDIATE RELEASE**

**Textile Museum of Canada to Feature Couture by Top Canadian Designers in the Exhibition Dare to Wear Love**

TORONTO - From February 8 to May 6, 2012, the Textile Museum of Canada will present *Dare to Wear Love*, the first exhibition devoted to the celebrated work of top Canadian fashion designers created to raise awareness and funds for the AIDS/HIV pandemic in sub-Saharan Africa. Presented by the Textile Museum of Canada in collaboration with Hoax Couture and the Stephen Lewis Foundation, *Dare to Wear Love* not only showcases the vibrancy of contemporary Canadian design, but the long-standing connection between the fashion community and grassroots activism.

Dare to Wear Love is a successful annual runway event and celebrity fundraiser initiated by Jim Searle and Chris Tyrell, designers and founders of Hoax Couture. Launched in 2009, Dare to Wear Love challenged 24 designers to create unique couture using 6 yards of African cloth, designs that were then showcased on the runway at Toronto Fashion Week. This innovative and creative platform raises resources and awareness for the Stephen Lewis Foundation and supports the efforts of grassroots organizations in Africa often recognized as community experts and agents of change by governments and international aid agencies.

Part of the Textile Museum of Canada's ongoing focus on interdisciplinary and cross-cultural initiatives, the one-of-a-kind collection of original designs generated for Dare to Wear Love since 2009 that will be on view at the Museum includes pieces by Brian Bailey, David Dixon, Evan Biddell, Farley Chatto, Ines Di Santo, Fashion Crimes and Linda Lundström. Celebrating the powerful association of creativity and social responsibility, this exhibition speaks to the potency and poignancy of artistic expression within a global context.

The Textile Museum of Canada will host a reception on February 14, 6:30 to 9 pm to celebrate the exhibition opening and to launch Dare to Wear Love 2012 - that will take place during Toronto Fashion Week on March 17, 2012.

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For more information, contact Alexandra Lopes, Communications & Marketing Associate at 416-599-5321 x2239 or [alopes@textilemuseum.ca](mailto:alopes@textilemuseum.ca)

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**Museum Hours**  
Open 7 days a week 11 am – 5 pm  
Wednesdays 11 am – 8 pm