

— FOR IMMEDIATE RELEASE

Canadian Entrepreneurs Lidia Tesfamicael & Luxi Mathi Launch **CANADA FASHION NETWORK**

“Canada Fashion Network” is the new non-profit corporation on a mission to elevate the fashion scene in Canada.

OTTAWA/TORONTO - Wednesday, January 6, 2021 - This new year, Chief Executive Officers, Lidia Tesfamicael & Luxi Mathi, are getting ahead of the conversation revolving the Canadian fashion industry by officially launching a new non-profit corporation called Canada Fashion Network/ Réseau de la mode du Canada (CFN/RMC).

Canada has the potential to become a fashion powerhouse and reclaim Canadian fashion from international influences. Fashion is crucial to our national identity and our diverse population. Looking at the successes of dominant global allies in the fashion industry, the opportunities for Canada are exponential. Canada Fashion Network’s mission is to build a community for the Canadian fashion industry and strengthen the impact of Canadian fashion in the global economy. The network is open to all supporters, fashion enthusiasts, photographers, videographers, makeup artists, stylists, models, influencers and investors. As we progress, we plan on addressing commonly faced issues in the industry, including the lack of community support, fashion related carbon emissions, cultural awareness and appropriation, representation, financial aid, job opportunities, recognition, resources, safety, sustainable fashion and technology. Last year’s critical shortage of personal protective equipment (PPE) showed us that the need for “Made in Canada” fashion and production is essential.

The Co-Founders, Lidia and Luxi, are the leading female forces behind the vision, as they have a vast set of experiences in the fashion industry. Lidia Tesfamicael is a Canadian Designer with her private label, Lidia Daniel, and has a background in marketing. Luxi Mathi is a Canadian Makeup Artist, Founder of Luxi Management, a marketing firm providing help to over a hundred local Canadian businesses since 2016. The pair strongly believe in the future of Canadian fashion and advocating for its advancement, and have been planning to commence this movement since 2018.

“As a black woman, I wanted to create a platform to change the stigma around Canadian fashion, and put my efforts to create equal opportunity for a better future in the industry.” — Lidia Tesfamicael.

“Fashion is a form of art, and as Canadians, we have the fundamental right to exercise our freedom of expression through the clothing we wear, create, design, sell and/or purchase. To successfully achieve this, we have to create an environment that allows these individuals to succeed.” — Luxi Mathi

All proceeds of Canada Fashion Network will be invested in raising awareness, conducting research, advocating for Canadian fashion on a national and international level, and finding solutions to issues while creating job opportunities and resources for Canadians. It is time to bring this issue and many others to the forefront of Canadian industries and support our fashion entrepreneurs.

Join the movement. This week, Lidia and Luxi put out a call to action on their social media platforms, asking the community to get actively involved: fill out the survey, sign the petition, donate and share their personal stories and experiences. The goal of this first step is to spark a conversation about Canada’s fashion industry and its future. The future of Canadian fashion as a stable, national economic partner is a nationwide effort. For more information, visit www.canadafashionnetwork.com. Thank you in advance for your support.

CONTACT INFORMATION

Lidia Tesfamicael & Luxi Mathi
Canada Fashion Network, Chief Executive Officers

info@canadafashionnetwork.com

www.canadafashionnetwork.com

Instagram/TikTok: [@CanadaFashionNetwork](#)

Facebook/LinkedIn/YouTube: [Canada Fashion Network](#)

Twitter: [@CanadaFashionN](#)

JOIN THE MOVEMENT

Petition: change.org/canadafashionnetwork

Survey: <https://forms.gle/PbZxEFy8U8VPYD4K6>

GoFundMe: gf.me/u/zfgx36

Linktree: <https://linktr.ee/canadafashionnetwork>