



**RAMOS
FORTIER™**

MEDIA KIT

Photo by R&F Microscopy team.

MFV
MEN'S FASHION WEEK • VANCOUVER



SUSTAIN Sustainable Textiles, Apparel,
and Innovative New Materials
Centre™



v.MFW Team Members

Photo by Tatiana Balashova.

“Think about it, textiles are the only things that touch you – your skin, physically and continuously, for almost 24 hours each day. From your shirt, to your trousers, to your bedsheets, to your carpet, to your towels, to your bags, to your watch strap, to your umbrella, to your car seat, to your office chair, etc., etc. There’s no ‘getting away’ from it. Probably the only ‘escape’ is when you’re taking a shower – but even then, you could be wearing a shower cap. There’s no close second in terms of proximity and importance to our lives and well-being. But we have to do it right – produce and consume in a way that’s sustainable. We have to think of the planet and the wildlife that live in it. We can’t just be thinking of ourselves.”

- J. Ramos, Co-Founder



In line with Ramos & Fortier's efforts to support research in textile engineering and sustainability, the company will be launching the SusTAIN Centre in Vancouver. SusTAIN Centre will be an innovation and training hub that will showcase the latest innovations in textiles and materials science.

SusTAIN Centre™

Sustainable Textiles, Apparel, and Innovative New Materials Centre
Aerial view of Canada Place in downtown Vancouver with the World Trade Centre in the background. Photo by S. Barker.

SusTAIN Sustainable Textiles, Apparel,
and Innovative New Materials
Centre™



SusTAIN Centre™

Sustainable Textiles, Apparel, and Innovative New Materials Centre
Composite thread composed of microfibre core and AC electrospun
nanofibrous shell. Photo by the Institute for Nanomaterials, Advanced
Technologies and Innovation (Cxi), TUL.

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SusTAIN Centre™

Sustainable Textiles, Apparel, and Innovative New Materials Centre

Inset: Some of the inaugural materials to be exhibited from the Faculty of Textile Engineering (FT), Faculty of Mechanical Engineering, and the Institute for Nanomaterials, Advanced Technologies and Innovation (Cxl), among others. Background image by FT/Cxl, TUL.

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Vancouver Men's Fashion Week (v.MFW) was inaugurated on 30 September 2011, the very first menswear industry event in Canada. v.MFW was created to encourage innovation in the apparel sector, give up-and-coming Canadian menswear designers a platform to show their creations, and to raise awareness on the growing textile waste issue facing Canadians.

v.MFW

Vancouver Men's Fashion Week

Canadian designer, Christina Ferrante at v.MFW held at the Museum of Vancouver. Photo by Tatiana Balashova.

MFW
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v.MFW

Canadian designers, Katherine Soucie and Denise Wilson at v.MFW featuring their designs using upcycled textiles. Photo by Dan Monkman.

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v.MFW

Slovak v.MFW designer, Zuzana Hrubošová, 2nd prize winner of the Prix international Théophile-Legrand de l'innovation textile 2018, Paris, France.

Photo by Jason Hone.

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R&F/v.MFW at Breakfast Television - Vancouver

With Riaz Meghji, host of BT, Citytv, Rogers Communications. Photo by J. Ramos.

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Background photo by R&F.

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