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Falling in love with style at B.C. Fashion Week

KIM ELBO FOR METRO VANCOUVER
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If you'd love a sneak peek at next spring's fashion, the province's best designers are unveiling their latest creations at B.C. Fashion Week, which kicks off tonight.

This year's theme is love, says creative director Vladimir Markovich.

"The vision for this season portrays the many faces of this powerful, often consuming, emotion," he said. "Love is all around us, it drives and motivates us."

First up is designer-to-the-stars RozeMerie Cuevas (Sharon Stone, Maria Bello), whose line Jacqueline Conoir has been showcased at the week for a number of seasons.

Other designers include Jason Matlo, Nicole Bridger, Dussault Apparel, Lara Presber, Anna Kosturova and the participants in the much-anticipated competition Generation Next, which features up-and-coming talent.

It all ends on Saturday with a celebrity designer fashion show to the beat of a live band.



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Designer Jacqueline Conoir, left, measures a model for her B.C. Fashion Week show at her studio in Vancouver Friday. Conoir unveils her 2009 spring collection tonight at Dr. Sun Yat-Sen Gardens.

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