



FOR IMMEDIATE RELEASE
September 13, 2010

BUSTLE CLOTHING STYLES UP SONY CENTRE STAFF

(TORONTO, ON)...If seeing spectacular shows like the Cirque Éloize hit *iD* and the Kirov Ballet wasn't enough of a job perk, theatre ushers, concession staff and box office personnel at the Sony Centre For The Performing Arts will suit up in uniforms designed by Bustle Clothing when they head into work this fall.

In preparation for its grand reopening on October 1st, the Sony Centre has partnered with Canadian design house Bustle Clothing, to bring its design aesthetic to the theatre experience.

Shawn Hewson, who in addition to his duties as Bustle's Creative Director, appears as a Judge on the television series *Project Runway Canada*, notes: "The Sony Centre's commitment to design is clear from the attention to detail being paid to the extensive on-site renovations. We are thrilled to be designing the staff uniforms, and to be contributing to the overall aesthetic of the re-designed Sony Centre."

Bustle has designed and produced a collection of uniforms for the entire theatre staff; everyone from the doormen, ushers, and security staff, to the management and food and beverage teams will be wearing Bustle this fall.

Bustle, known for collaborating with a wide range of design driven industry leaders, has worked on projects with brands such as Audi, Vespa, Hotel Le Germain, Thompson Hotel, Muskoka Bay Club, the Museum of Contemporary Canadian Art, and Andrew Richard Designs. For more information, visit www.bustleclothing.com.

Following two years of renovations and restorations to the interior, Sony Centre For The Performing Arts will re-open on October 1st and launch its 50th Anniversary Season with the Cirque Éloize hit production *iD*, direct from a sold-out engagement in Montreal. For full details on the Sony Centre For The Performing Arts 2010-2011 season visit www.sonycentre.ca.

-30-

Media Contacts:

Sony Centre For The Performing Arts:
Karen Lorenowicz, 416-243-0168, karen.l@sympatico.ca
Amy Orfanakos, 416-533-7710 x232, amy@flip-publicity.com

Bustle Clothing:
Buffy Steringa, 416-703-2745
buffy@bustleclothing.com