



Mark Fast Selects Knot PR as Canadian AOR

Canadian Designer Based in London Aims to Strengthen Presence at Home

TORONTO, November 2, 2009 – London-based fashion house, Mark Fast, helmed by 28-year-old Designer Mark Fast, has appointed Toronto PR firm Knot PR as its Canadian agency of record. The decision signals Mark Fast's commitment to the Canadian fashion market and interest in pursuing future projects in his native country. In addition to managing the Canadian publicity arm of Mark Fast, Knot PR will develop independent fashion blogger relations internationally.

Hailing from Winnipeg, **Mark Fast presented S/S 10** – his fourth runway presentation – at London Fashion Week to international acclaim. The Swarovski-embellished collection drew inspiration from cinematic sources ranging from the silent films of the 1920s to Julia Roberts' character in the film Erin Brockovich. For his S/S 10 collection, Mark collaborated with Christian Louboutin to develop spectacular runway shoes. The designer also boldly included curvier models on the catwalk and created new alphabetical size groups which challenge traditional notions of fit and idealized body shape.



Images of Mark Fast S/S 10 courtesy of www.catwalking.com; for high-resolution images, please contact tvr@knotpr.com

Mark Fast is part of the **British Fashion Council's NEWGEN group** – sponsored by Topshop since 2001 – which supports emerging talent and has served as a prestigious launch pad for designers since 1993. Mark Fast will be collaborating on a range with Topshop in 2010.

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About Mark Fast

Mark Fast is a 28-year-old Canadian-born knitwear designer. He grew up outside the city of Winnipeg, in the countryside along a highway next to a forest. This minimal, peaceful lifestyle led him to wonder what life might be like beyond the familiar frontiers of Canada. Mark studied at Central Saint Martins for five years and completed his MA in February 2008. Mark designs by hand on a domestic knitting machine. His work is formed onto the body as he knits, and he has devised innovative stitching techniques, blending lycra with viscose, angora or wool. He is inspired by the endless possibilities of lycra yarns, sculpting areas of tension and areas of volume over the body. Mark's fascination with the cinema drives his creative process as he channels characters' energy to inspire his knits. Obsessed with texture, Mark's most recent work explores the relationship of garments to the wearer's body. He has collaborated with Bora Aksu, Stuart Vevers for Loewe and Christian Louboutin.

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