

## Icon Inspired Lingerie - Triumph Canada awards Andrea Tucker of George Brown College the most inspiring lingerie design at the Canadian Triumph Inspiration Award '09 finale in Toronto

Mark Belford, Laura deCarufel, Dan Lim, Sandra Pittana, Lisa Tant and Isabel Elliott among the high profile judging panel to choose the winner

Toronto, Canada - On April 27th, 30 fashion and design students from George Brown College, presented their showpieces to the media, family and friends in a fabulous catwalk show at the Triumph Inspiration Award '09 Canadian finale at the Toronto Design Exchange, hosted by *Dina Pugliese* Co-Host, of Toronto's #1 morning show, Breakfast Television. An inspiring expert judging panel, consisting of *Mark Belford* - Canadian Couture Fashion Designer; *Laura deCarufel* - Senior Fashion Editor ELLE Canada; *Dan Lim* - award winning photographer as seen on Canada's Next Top Model; *Sandra Pittana* - Fashion and Décor Stylist City Line; *Lisa Tant* - Editor-in-Chief FLARE Magazine and *Isabel Elliott* VP Sales and Marketing for Triumph Canada, using the international judging criteria chose the top winners for Triumph Canada's premier Triumph Inspiration Awards 2009 event.

Andrea Tucker's concept "Believable Beauty", based on the inspiration of icon Erte - art deco designer of the 1920's, impressed the judges to become the winner of Triumph Canada's premier Triumph Inspiration Award in 2009. Andrea Tucker will travel to Milan in September during fashion week to compete in the Triumph Inspiration International Finale with over 30 countries competing for the International title.

This year the Triumph Inspiration Award International Finale prizes for first place will include, 15,000 Euros, along with an opportunity to adapt the winning design together with the Triumph design team into a commercial lingerie set. This set will be in Triumph stores around the world as a limited line in 2010. Second and third place winners will go home with 10,000 and 5,000 Euros respectively.

Vote for Canada and an opportunity to travel to Milan for the International Finale  
Online voting at [www.triumph-inspiration-award.com](http://www.triumph-inspiration-award.com)

Visitors to the [www.triumph-inspiration-award.com](http://www.triumph-inspiration-award.com) website will also be able to cast their own personal vote on the submitted entries from August 31 to September 13, 2009. The online community will thus be able to decide which designs are their favourites. The design receiving the most votes online will then enter the Finals in Milan with one set vote in the expert jury. A winner will also be drawn from all those who voted for this favourite and this person will be able to travel to Milan and take a seat with the jury at the International Finals, to personally represent the online community.

*Triumph International is one of the world's largest underwear manufacturers. The company enjoys a presence in over 120 countries with its core brands Triumph®, sloggi®, Valisère® and HOM®. Triumph employs more than 43,000 people and achieves a turnover of CHF 2.5 billion (2007).*

[www.triumph-inspiration-award.com](http://www.triumph-inspiration-award.com)  
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Triumph Inspiration Award 🏆  
Milan '09



1st Place Winner  
Andrea Tucker

Icon: Erte, Art Deco Designer of the 1920's  
Concept Title: Believeable Beauty





### 1st Place Winner

Andrea Tucker

Icon:

Erte, Art Deco Designer  
of the 1920's

Concept Title:  
Believable Beauty



### 2nd Place Winner

Rachel Lee

Icon:

Audrey Hepburn

Concept Title:  
Timeless Beauty



### 3rd Place Winner

Xiao Nu (Selina) Tan

Icon:

Hua Mulan

Concept Title:  
Independence



Triumph Inspiration Award

Milan '09