

BRIAN BAILEY



Brian Bailey is in the master class of Canadian fashion designers. Celebrated for his sophisticated, urban sportswear collections and all-out glamorous evening wear, he has also earned accolades as an innovator and motivator in his commitment to, and promotion of, Canadian fashion and talent. An industry leader and style maker, Brian's legion of fans run the gamut of fashion editors, international celebrities, and Canadian women from coast to coast. Brian's love of fashion began in retail menswear in his native Alberta and quickly progressed via promotion to buyer for the chain's 33 stores. A stint as a visual merchandiser for The Hudson's Bay Company came next. But it was his move to Toronto to attend Ryerson Polytechnic University Fashion Design Program that sealed his future and was the launch pad for

his career. In 1983, Brian was hired by the well-established manufacturer Bernard Cowan. His flair for design soon revitalized the company and, in 1988, he began designing his own label under a licensing agreement with the House of Cowan.

Since launching his eponymous women's sportswear collection in 1992, Brian has continued to strive to create contemporary designs for the wardrobe needs of today's women. Impeccable tailoring and his use of fabrications that flatter the female form are hallmarks of his style. Not shy to cater to the needs of all women, Brian was the first Canadian designer to create collections in both regular and plus sizes. His collections have sold in specialty boutiques and fine department stores including Bloomingdales, Neiman Marcus, Saks, Nordstrom, Holt Renfrew and The Bay, and Harrods and Selfridges in the United Kingdom. In early 2000, the doors opened on two Brian Bailey Boutiques in Toronto, Canada. These award-winning signature stores showcase his seasonal ready-to-wear collections and spotlight Bailey's remarkable red carpet-worthy gowns and special occasion evening wear.

Not content to rest on his laurels, in April 2007 Brian combined his signature style and understanding of the fashion business to create a very wearable, affordable designer collection that could reach women across the country. A true showman, Bailey stepped in front of the cameras and premiered this made-in-Canada capsule collection designed exclusively for The Shopping Channel. In less than 24 hours, the collection was a sell-out and Brian Bailey had the highest rated designer launch in The Shopping Channel history. With over 20 years in the fashion industry, the name Brian Bailey is synonymous with outstanding quality, exceptional design, and fabulous style.

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