

MODESTY

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LEADING-EDGE
LEATHER
DESIGNER
**CHAKO
SETOYAMA**

THE GROWING
CASE AGAINST
GLOBALIZATION

2001年全
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的經濟狀
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財經界風
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LEADING-EDGE LEATHER DESIGNER

CHAKO SETOYAMA

TO TAKE HER CURRENT COLLECTION TO THE

WESTIN HARBOUR CASTLE RUNWAY APRIL 18

Annual unveiling of the exclusive CHAKO for JME Collection will allow limited public access for the first time.

(Toronto) – The international fashion industry is in agreement that for 2001, leather is the year's favorite luxury fabric, but for Hisako "Chako" Setoyama, who has been taking the use of leather to new fashion heights with the introduction of each new CHAKO for JME Collection, leather has always been the only way to achieve the ultimate in design excellence.

When the latest CHAKO for JME line is shown at the Westin Harbour Castle on

CHAKO's leather designs take this durable fabric far beyond the outer-wear realm with the use of silky-smooth leathers that are feathery light, artfully sculpted, boldly colored, and delicately patterned in a unique line of women's, men's, and even children's garments for all seasons.

Although CHAKO has long been regarded by industry-insiders as one of the leading designers of leather fashions in North America, CHAKO for JME fashions have previously been shown by appointment only, and her annual runway show open only to invited guests.

For the first time this year, a limited number of tickets will be available for purchase by the general public at the modest price of \$10 each, including tax. The 2001 CHAKO for JME fashion gala will take place in the elegant Frontenac Ballroom at The Westin Harbour Castle Hotel in Toronto on Wednesday, April 18, 2001, beginning at 7:00 p.m. Tickets may be reserved by telephone at (416) 341-9938.

Her knowledge and expertise of Japanese culture is the result of dedicated study of No-dance, flower arranging, tea ceremonies, and designing all cultivated during her education at Ikeno-bo University in Kyoto, Japan. After coming to Canada, she joined James Moto Enterprises Inc. in 1985, bringing her entrepreneurial skills and her designing vision to the successful association that gave birth to the CHAKO for JME label.

In 1995, Tokyo's "Executive Magazine" recognized CHAKO as "the most active working business woman outside Japan". Although living and working in Toronto, she remains a sought-after motivational speaker at high schools in Suzuka, Mie-prefecture, Japan



Wednesday, April 18th, showgoers will be treated to an up-close-and-personal look at leather at its loveliest. Combining the world's latest textile production innovations with her tasteful touch and daring creative concepts,

