

PRESS RELEASE



EXPOSÉ

MONTRÉAL FASHION WEEK 2026

ON SHOW - SATURDAY, SEPTEMBER 26, 2026

MONTRÉAL, CANADA

THE CLOTHING
DISAPPEARS.

THE INK
REMAINS.



EXPOSÉ

Clothing is not the subject. It is the frame. The tattoo is the artwork. EXPOSÉ develops a textile architecture designed to reveal the artworks already carried by the body.

PRESS RELEASE

EXPOSÉ takes part in ON SHOW

as part of Montréal Fashion Week 2026

MONTRÉAL - SATURDAY, SEPTEMBER 26, 2026

EXPOSÉ is proud to take part in ON SHOW, a series of presentations produced by LIGNES DE FUITE at Atelier Textile, as part of Montréal Fashion Week 2026.

ON SHOW brings together independent designers from Montréal and Toronto in an environment where gallery, studio and runway coexist. Research, creation and presentation unfold simultaneously, inviting the public to experience clothing differently.

For EXPOSÉ, this collaboration is a natural extension of its mission: using clothing as a frame to reveal the stories, identities and artworks already carried by the body. Pieces in the FRAME SERIES are built around precise openings - ARM, CHEST, BACK, SIDE and LEG - so the tattoo remains the primary artwork.

Founded in Montréal by Carl O'Brien, EXPOSÉ is building a new relationship between fashion, tattoo culture, contemporary art, identity and community. Its long-term vision is to develop a selective network of founding studios, where the collection can be discovered directly at the heart of tattoo culture.

SAILOR JERRY

SAILOR JERRY x EXPOSÉ

Sailor Jerry Spiced Rum and EXPOSÉ are united by a shared passion for bold tattoo artistry, authenticity, and unapologetic self-expression. From Norman “Sailor Jerry” Collins’ iconic tattoo legacy to EXPOSÉ’s approach of putting the tattoo and artist at the centre of each garment, both brands celebrate art and character that refuses to blend in. This collaboration brings that spirit to life through a celebration of tattooing beyond the skin.



A NEW RELATIONSHIP BETWEEN CLOTHING AND TATTOOING.

EXPOSÉ is more than a clothing brand. It is a cultural platform at the intersection of fashion, tattoo culture, contemporary art, identity and community.

Each garment acts as a frame. The openings are designed to reveal a meaningful tattooed artwork without hiding, sexualizing or competing with it.

In the long term, EXPOSÉ is developing a selective network of founding studios so the collection can be discovered directly at the heart of tattoo culture.

EVERY TATTOO DESERVES A FRAME.



EXPOSÉ

EVENT INFORMATION

ON SHOW

SATURDAY, SEPTEMBER 26, 2026

ATELIER TEXTILE - SAINT-HENRI



PRESENTATIONS

5 PM

7 PM

9 PM

LOCATION

ATELIER TEXTILE

4710 SAINT-AMBROISE STREET, STUDIO 328

SAINT-HENRI, MONTRÉAL

TICKETS

BLIND RELEASE	\$25
EARLY RELEASE	\$35
GENERAL ADMISSION	\$45
FINAL RELEASE	\$55
LAST RELEASE	\$65

Each ticket includes access to one presentation, the exhibition environment and one complimentary drink.

PRODUCED BY

LIGNES DE FUITE

PARTNERS

ATELIER TEXTILE / ON SHOW / MONTRÉAL FASHION WEEK / mmode / FASHION ART TORONTO / MOLD GALLERY / SYMMETRY SOUND & LIGHTS / ALEXANDRE DESLAURIERS / STÉPHANE SCOTTO DESARE / GUSTAVO BELTRÁN ALVARADO

CULTURAL COLLABORATOR
EXPOSÉ

EXPOSÉ

ABOUT

THE GARMENT BECOMES THE FRAME.

EXPOSÉ is a Montréal brand founded by Carl O'Brien. It develops a textile architecture for tattooed bodies: precise, understated and intentional garments designed to reveal the tattoo rather than hide or compete with it.

MEDIA CONTACT

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Exposé