Montréal’s fashion industry: Where Know-How and Technology Meet to Inspire Style and Creativity
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Top reasons to invest in Greater Montréal

1. **FASHION & DESIGN HUB**
   - Ranked 3rd in North America after NYC and Los Angeles in clothing manufacturing
   - Sales of $8 billion
   - 1,846 companies and many innovative startups
   - 48% of the Canadian production
   - Glamorous & tech savvy fashion events

2. **TALENT**
   - Canada’s most Bilingual and trilingual population
   - Qualified labour and student pool: 50,000 workers and close to 10,000 students in the fashion & design industry
   - Numerous fashion institutions & technology transfer centres

3. **INNOVATIVE & CREATIVE BUSINESS ENVIRONMENT**
   - Major AI and Tech hub
   - Ranked 16th in Inc.’s Emerging Startup Hubs to Watch in 2016
   - Easy access to financing, including venture capital

4. **COST ADVANTAGE**
   - Competitive salaries
   - Tailor made incentives and government support
   - One of the most competitive operating costs in North America
   - Higher purchasing power than in other major cities in North America and Europe

5. **STRATEGIC LOCATION**
   - Government committed to innovation and creativity
   - Mid-way between the American and European markets
   - A logistics hub
   - A 90-minute flight to New York City
   - Direct flights to Paris and LA
01
Montréal: Fashion Capital of Canada
Fashion is booming in Montréal

Fashion: A key industry for Québec and for Greater Montréal

The fashion industry has a rich history in Montréal’s metropolitan region and throughout Québec, and it generates significant economic activity and employment.

Though the industry has been deeply affected by globalization, it has been able to reinvent itself through new business models and the inclusion of more and more world-class players. It sets itself apart via innovation, inventiveness, design and the know-how of its workforce.

In short, this is an industry whose success, renewal and future rely on innovation, creativity, collaboration and the ability to quickly embrace progress and change.

Source: CCMM.
Men's, women's and children's ready-to-wear, furs, lingerie, footwear, leatherwork, jewelry, cosmetics or wedding dresses, so many fields that contributed to transforming Montréal into an international fashion capital.

Some of the retailers from 1845 until today

A strong cluster

82,540 jobs
In Québec’s fashion sector, of which 58% are in the Greater Montréal area*

1,846 establishments
In the fashion sector across Québec*

$8 billion
Total sales for the manufactured goods, and wholesale distribution in Québec, excluding retail sales**

48% Canadian production
Nearly half of Canada’s manufacturing jobs in the fashion industry are in Québec. Montréal ranks 3rd in clothing manufacturing in North America after New York and Los Angeles.**


82,540 jobs in the fashion industry in Québec

Around 50,000 jobs in the Greater Montréal area
40% of which are in design & manufacturing

<table>
<thead>
<tr>
<th>Québec</th>
<th>Jobs</th>
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<tbody>
<tr>
<td>Textile mills (NAICS 313)</td>
<td>450</td>
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<tr>
<td>Clothing manufacturing (NAICS 315)</td>
<td>14,600</td>
</tr>
<tr>
<td>Footwear manufacturing (NAICS 3162)</td>
<td>1,800</td>
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<tr>
<td>Other leather and allied product manufacturing (NAICS 3169)</td>
<td>345</td>
</tr>
<tr>
<td>Textile, clothing and footwear merchant wholesalers (NAICS 4141)</td>
<td>10,600</td>
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<tr>
<td>Clothing and clothing accessories stores (NAICS 448)</td>
<td>38,406</td>
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<tr>
<td>Sporting goods, hobby and musical instrument stores (NAICS 4511)</td>
<td>9,400</td>
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<tr>
<td>Department stores (NAICS 4521)</td>
<td>6,936</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>82,540</strong></td>
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Industry players

A rich ecosystem composed of many different players contributing to its growth

Montréal’s fashion industry: major players

<table>
<thead>
<tr>
<th>ALDO</th>
<th>GARAGE</th>
<th>FRANK &amp; OAK</th>
<th>GILDAN</th>
<th>HARRICANA</th>
<th>judith &amp; charles</th>
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<td>laVie en Rose</td>
<td>CÉLINE DION</td>
<td>LE CHÂTEAU</td>
<td>LOLE</td>
<td>M0851</td>
<td>RUDSAK</td>
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<tr>
<td>MARIE SAINT PIERRE MONTRÉAL</td>
<td>Pajar</td>
<td>PARASUCO</td>
<td>PEERLESS CLOTHING</td>
<td>DUBUC</td>
<td>Reitmans</td>
</tr>
<tr>
<td>Mackage</td>
<td>YOGA Jeans</td>
<td>SOIA &amp; KYO</td>
<td>Souris Mini</td>
<td>JACK VICTOR</td>
<td>MATT &amp; NAT</td>
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<tr>
<td>SSENSE</td>
<td>TRISTAN</td>
<td>AUBAINERIE</td>
<td>ARDENE</td>
<td>Gorski</td>
<td>SHAN</td>
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There is a new emerging market - already well established, especially in the U.S. - which represents 2% of the textile industry today.” Jérôme Reynaud, cofounder of Reyjin about smart clothing.
Fashion future innovators

Montréal is filled with companies that are innovating the industry both in terms of product offerings and corporate vision.

- **Atelier New Regime**
  - Trendy streetwear style and provocative slogans

- **Stefanka**
  - One of the most promising retail tech startups with a garment fitting technology

- **Nathan Kong**
  - Custom men’s suits that combine technology and know-how

- **Trendays**
  - A repertory of local trends fuelled by the community for the best online experience

Collaborations emerge to redefine the retail sector

Source: Element AI, 2018; McGill University, 2018.
Meeting the industry space needs: SDC District Central (Chabanel area)

A thriving district developed around 3 business pillars:
1. Design
2. Urban manufacturing
3. Technology

- An area of over 25,000,000 square feet
- Close to 1,800 businesses
- Over 3,100 offices
- 4th employment zone in Montréal
- 3 co-working spaces and rental spaces: offices, conference rooms, studios

CANADA GOOSE®

- One of the world’s leading makers of performance luxury apparel has chosen the Chabanel area to open its 8th manufacturing facility
- 115,000 square-foot factory
- 650 new positions expected at full capacity by the end of 2020

Source: District Central, 2019; Le402, 2019; Lemonade, 2019; Montreal Manufacturing Technology Show 2019.
Glamorous & tech savvy fashion events

Attracting over half a million visitors a year, the Montréal Fashion & Design Festival is the largest outdoor fashion and design event in North America.
A worldwide recognition

Best city in Canada and 6th in the world
TimeOut, 2019

Most reputable city in the Americas
Reputation institute, 2018

Best student city in the Americas
Qs best student cities 2018

Most affordable major city in Canada and the U.S.
UBS prices and earnings, 2018

Best bicycle-friendly city in North America
Copenhagenize, 2017

3rd friendliest city in the world
Rough guides, 2016

UNESCO city of design since 2006

Top host city in North America for international association events
Union of international associations (UIA), 2018
A cultural metropolis

- **Important cultural institutions** and more than 70 museums and exhibitions
- 8 Schools of Arts and 2 conservatories
- More than 120 festivals and annual events
- 178 show halls
- 273 cinema halls
- 87 editors et 60 bookstores
- Close to 6,000 restaurants, bistros and cafés
A Deep and Growing Pool of Highly Qualified Talent
Fashion & design teaching institutions, research centers and associations

#mtl style
Fashion teaching institutions and research centres

Greater Montréal boasts many teaching institutions that provide university and college programs in the fashion sector.

- **A bachelor’s degree in fashion management and design** is offered in partnership with Université du Québec à Montréal (UQÀM) and Groupe Collège LaSalle, at École supérieure de mode de Montréal.

- **College programs specializing in fashion design, fashion marketing and garment production management** are offered in 3 organizations:
  - International Fashion School of Collège LaSalle
  - Fashion School of Cégep Marie-Victorin
  - Fashion School of Collège Notre-Dame-de-Foy (Québec city)

- **A college program in textile printing** offered at Centre du design et impression textile.

- **McGill University’s Bensadoun School of Retail Management (BSRM) dedicated to the future of retail** will act as a hub in the heart of Montréal for students, researchers and practitioners to work collaboratively towards addressing the host of real-world challenges facing retailers today.

In addition to the teaching institutions the fashion industry benefits from **specialized research centres**:

- **Vestechpro**, an affiliate of CEGEP Marie-Victorin, offers innovation, research, and development support services, organizes training and development activities, and communicates strategic information.

- **CTT Group**, a technology transfer centre affiliate of CEGEP St-Hyacinthe’s Industrial Chair on Innovative Technical Textiles.

- **SCALE AI**, Canada’s AI supply chain supercluster based in Montréal and dedicated to building the next-generation supply chain and boosting the industry performance by leveraging AI technologies applied to fashion and retail within its collaboration with the Bensadoun School of Retail Management.
A large pool of college and university students in Fashion

<table>
<thead>
<tr>
<th>Programs related to Fashion</th>
<th>College graduates in 2017</th>
<th>Students enrolled in 2017-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display Design</td>
<td>48</td>
<td>97</td>
</tr>
<tr>
<td>Fashion Design</td>
<td>161</td>
<td>767</td>
</tr>
<tr>
<td>Fashion Marketing</td>
<td>211</td>
<td>701</td>
</tr>
<tr>
<td>Graphic Design</td>
<td>167</td>
<td>897</td>
</tr>
<tr>
<td>Business Management</td>
<td>482</td>
<td>3,516</td>
</tr>
<tr>
<td>Accounting and Management</td>
<td>586</td>
<td>3,881</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,655</strong></td>
<td><strong>9,859</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Programs related to Fashion</th>
<th>University graduates in 2017</th>
<th>Students enrolled in 2017-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied Design</td>
<td>204</td>
<td>636</td>
</tr>
<tr>
<td>Graphic Arts</td>
<td>160</td>
<td>674</td>
</tr>
<tr>
<td>Business Management</td>
<td>1,562</td>
<td>4,101</td>
</tr>
<tr>
<td>Production Management</td>
<td>332</td>
<td>1,122</td>
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<tr>
<td>International Business</td>
<td>39</td>
<td>1,248</td>
</tr>
<tr>
<td>Marketing and purchasing</td>
<td>1,091</td>
<td>3,203</td>
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<tr>
<td>Business Administration</td>
<td>4,943</td>
<td>12,950</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>8,684</strong></td>
<td><strong>23,934</strong></td>
</tr>
</tbody>
</table>


Greater Montréal boasts close to 10,000 college and university graduates in fields related to Fashion and Management.
The most bilingual and trilingual metropolitan area in Canada

- 2.5 million residents speak English, that’s 9% more than in Vancouver
- 55% of the population is bilingual (English and French), compared to 8% in Toronto and 7% in Vancouver
- Almost 20% of the population is fluent in three or more languages compared to 4% in Toronto and 3% in Vancouver
- 140+ languages spoken, a key advantage for doing business with foreign markets
- A bilingual and trilingual workforce allowing you to easily do business with Paris, New York City and the rest of the world

03
An Innovative and Creative Business Environment
A strong information technologies industry sector (IT)

- 107,500 qualified employees in IT, and 5,240 companies
- A GDP of $11.6 B
- Lowest operating costs in North America for software development, ahead of Toronto, Boston, New York and San Francisco
- Broadly diversified industry:

  5th video game development hub in the world
  1st in Canada and a world leader in VFX & animation
  5th highest tech jobs concentration among the largest metropolitan areas in Canada & U.S.

A world-class hub in Artificial Intelligence

- Nearly $2 billion in AI investments announced in Greater Montréal since 2016
- The Canadian government chose Montréal as headquarters for SCALE AI, Canada’s AI supply chain super cluster
- All major players and a thriving community aiming for a better world

Source: MILA; Montréal International Analysis.
A booming startup ecosystem

- One of the top startup ecosystems in the world
- $861 million in VC financing in Montréal in 2018 (+29%)
- +30 incubators/accelerators – and counting!
- +45 coworking spaces

04
Attractive Operating Costs and Incentives
Tax credits

Between 12% and 24%

Refundable

Tax credit for the design of factory-made products (fashion design section)
Tax credits

Refundable

15%  14%

Canada  Québec

Scientific research and experimental development
Tax credits

30%* of eligible salaries

Development of E-business

* Up to $25,000 / employees / year
Very attractive operating costs for many industries

- **Overall, running a business costs less in Greater Montréal** than in any other major metropolitan area in Canada and the U.S.

- **More than 20% cost advantage** on average for high-tech sectors:

  Greater Montréal’s cost advantage compared to the average of the 20 largest metropolitan areas in Canada and the U.S., 2018

Source: fDi Benchmark, 2018.
A low cost of living

Greater Montréal is **cheaper than almost all other large cities** in North America and Western Europe:

![Mercer Cost of Living Index](chart.png)

Greater Montréal offers a higher purchasing power thanks to:
- **Cheap housing**
- **Generous family allowances**
- **Low private medical insurance costs**
- **Affordable child care**

*A higher rank represents higher costs.
05

Access to Markets
A gateway to 70% of the world’s GDP

Thanks to NAFTA, CETA, CPTPP and 12 other free trade agreements in force*

Direct access to 1.5 billion wealthy consumers and a combined GDP of US$55 trillion (70% of the world’s output of goods and services)

Only Canada has free trade agreements with all G7 countries

*North American Free Trade Agreement (NAFTA), Comprehensive Economic and Trade Agreement (CETA) and Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

A world-class logistics hub

Major maritime hub: port of Montréal

- **Largest container port in Eastern Canada** and main port for approximately 95% of all importers and exporters in Québec and Ontario
- **2nd largest port** in Canada
- Open **12 months/year**
- **+ 38 million tonnes of goods** are handled at the Port of Montréal each year, **36%** of which are containerized
- Expansion project for the Contrecœur terminal, contributing **$2.1B** in added value to the Canadian economy

High-quality transportation infrastructure

- **Intermodal transportation hub**: air, maritime, road and rail transportation
- More than **142 million tonnes** of goods handled
- **3 industrial port zones (IPZ)** in Greater Montréal (Montréal, Contrecœur, Côte-Sainte-Catherine) dedicated to transportation and logistics projects

A logistics hub with many advantages

**Transit times**
Shortest transit times from Europe and the Mediterranean to North America

**Strategic location**
Closest international container port to North America’s industrial heartland

**Speed**
One-stop port, with no intermediate calls

**Reliability**
Dedicated weekly services from the leading global carriers

**Cost efficiency**
Balanced equipment flows through full vessel discharge and load

**Flexibility**
Partners are flexible to extraordinary requests and can accommodate needs on a case-by-case basis

**Efficiency**
Container dwell time lower than North American East Coast standards

**Choice**
Directly connected to two Class 1 North American rail networks, with daily departures to Toronto, Chicago and Detroit

**Market reach**
Access to 40 million consumers within one trucking day and 70 million consumers within two rail days

**Supply chain collaboration**
Continuous communication among terminal operators, the Montréal Port Authority and railway companies to ensure seamless operations and low dwell times
The excellence of Canada

The easiest place to start a business in the G20
World Bank, Doing Business, 2019

One of the soundest banking system in the world: first in the G7 and second among 140 countries
Economist Intelligence Unit, 2018

Ranks second in the G20 for doing business over 2019-2023
Economist Intelligence Unit, 2018

Best country in the Americas and 6th in the world to attract top talent
World Talent Ranking 2018, International Institute for Management Development

Source: Invest in Canada, 2019
06
Montréal International’s Personalized, Free and Confidential Services
Montréal international, a single point of access to a series of personalized, free and confidential services

- Long-term strategic support
- Economic data and communication services
- Government relations facilitation
- Incentive programs assistance
- Foreign workers immigration assistance
- International recruiting missions