

# Montréal's fashion industry: Where Know-How and Technology Meet to Inspire Style and Creativity





# Content



01

Montréal: Fashion  
Capital of Canada  
**p.4**

02

A Deep and Growing  
Pool of Highly  
Qualified Talent  
**p.18**

03

An Innovative and  
Creative Business  
Environment  
**p.23**

04

Attractive  
Operating Costs  
and Incentives  
**p.27**

05

Access to Markets  
**p.33**

06

Montréal International's  
Personalized, Free and  
Confidential Services  
**p.38**



# Top reasons to invest in Greater Montréal

## 1. FASHION & DESIGN HUB



- **Ranked 3<sup>rd</sup>** 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



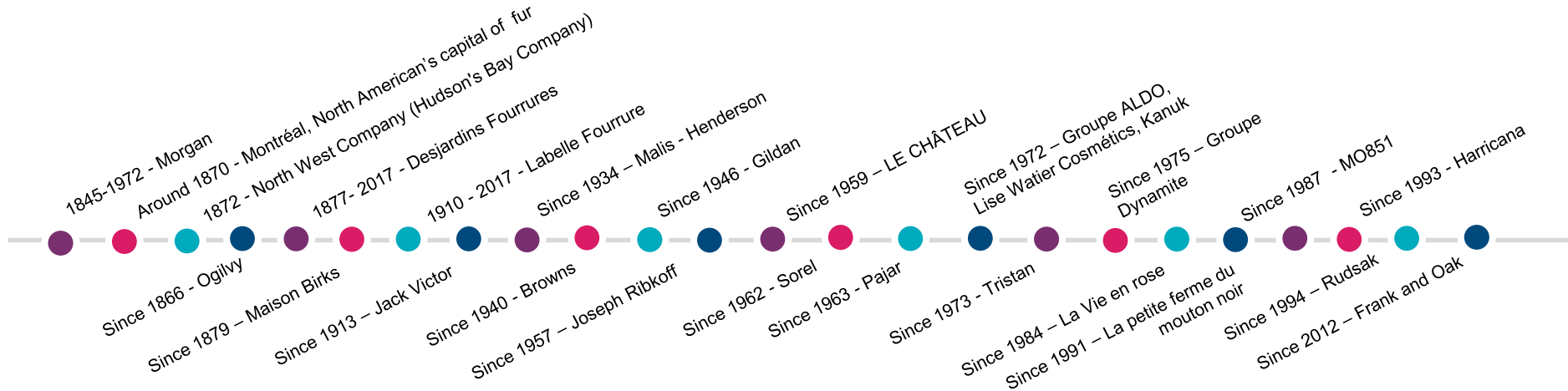




# Renown retailers shaped Montréal's rich fashion history

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





mmode

THE FASHION INDUSTRY'S METROPOLITAN CLUSTER

*Government of Canada awards  
\$600,000 in financial assistance  
over the next three years to mmode,  
the Metropolitan Fashion Cluster\**

## 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.\*\*

Source: Canada Economic Development of Quebec Regions (CED), Aug. 17, 2018; mmode, The Fashion Industry's Metropolitan Cluster, 2017.

# 82,540 jobs in the fashion industry in Québec

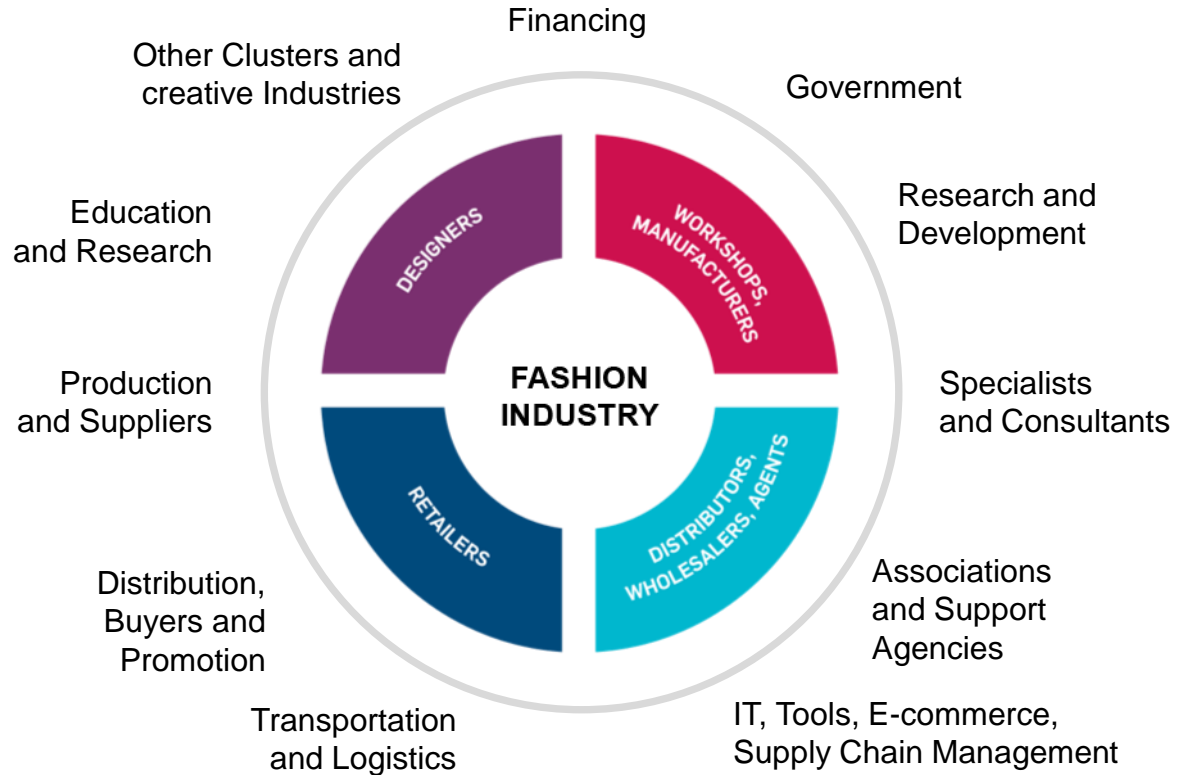
**Around 50,000 jobs in the Greater Montréal area  
40% of which are in design & manufacturing**

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



# Industry players

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



# Montréal's fashion industry: major players

ALDO					judith & charles
la Vie en Rose		LE CHÂTEAU	LOLë		RUDSAK
MARIE SAINT PIERRE MONTREAL				EN L'INDRE DUBUC	Reitmans
	YOGAJeans			JACK VICTOR	MATT & NAT live beautifully 
SSENSE		AUBAINERIE DEPUIS 1944	ARDENE		SHAN SECOND LIFE BEACHWEAR

# Smart clothing and wearables key players

## HEXOSKIN WEARABLE BODY METRICS

### Hexoskin Smart



The Montreal based smart clothing startup recently unveiled its latest connected shirt that's laced with sensors. Along with monitoring heart rate, breathing and movement, it's now fitted with a Bluetooth Smart sensor so you can pair your favourite fitness apps such as MapMyRun, RunKeeper and Strava, as well as a whole host of third-party accessories.

Data is captured in real time and sends it all to the companion app, providing insights on a range of sporty metrics including intensity and recovery, calories burned, fatigue level and sleep quality.

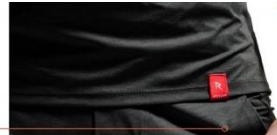


Centre de recherche et d'innovation en habillement  
Apparel Research and Innovation Center



"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.

**SOUPLESSE**  
FLUIDITÉ DES MOUVEMENTS



### OMsignal Bra



Fellow Canadian company OMsignal supplied the tech behind the [Ralph Lauren smart shirts at the US Open](#). Now with the female of the species firmly in its sights, its mission has been to finally fix the sports bra once and for all – and make it totally smart in the process.

The OMbra records distances run, breathing rates and heart rate, and even tells you when you're recovered enough to head back to the gym. And it links it all up with all the fitness platforms you'd expect, just in case you're not that into OMsignal OMrun.

# 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



NATHON KONG

Custom men's suits that combine technology and know-how



STEFANKA

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



Trendays

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



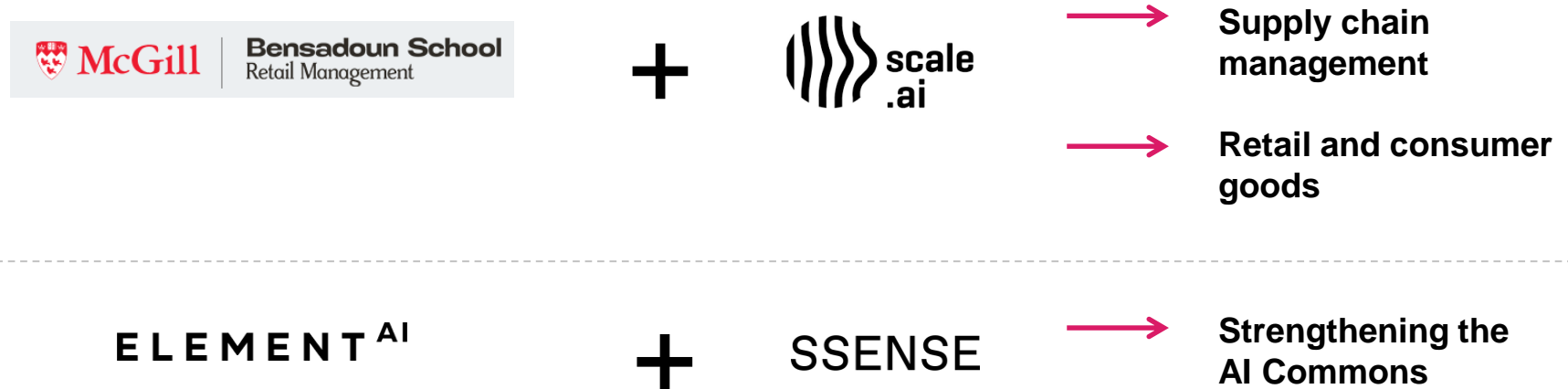
Source: "The best smart clothing: From biometric shirts to contactless payment jackets", Wearable.com, September 26, 2017.

The Big Fashion Sale by Quebec Designers © RUDSAK



# The future of retail

Collaborations emerge to redefine the retail sector



# 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
- **4<sup>th</sup>** employment zone in Montréal
- **3** co-working spaces and rental spaces: offices, conference rooms, studios

## CANADA GOOSE®

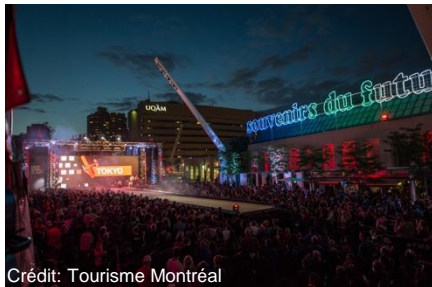
- One of the world's leading makers of performance luxury apparel has chosen the Chabanel area to open its 8th manufacturing facility
- **115,000** square-foot factory
- **650** new positions expected at full capacity by the end of 2020

# Glamorous & tech savvy fashion events

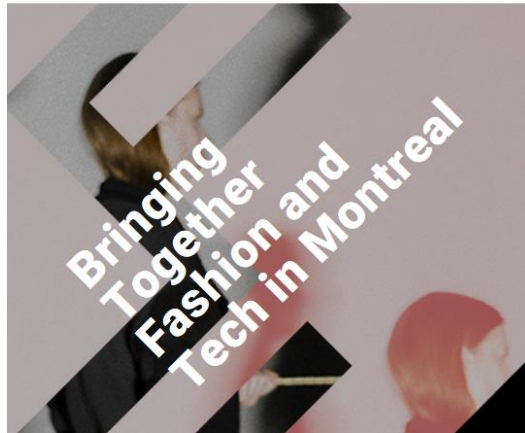
Attracting over half a million visitors a year, the Montréal Fashion & Design Festival is the largest outdoor fashion and design event in North America.



## FASHION & DESIGN FESTIVAL



## ashiontech estival



## SFW STARTUP FASHION WEEK

Fashion Forward conference series presents  
panel on AI & tech influences



# A worldwide recognition

## **Best city in Canada and 6<sup>th</sup> 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

## **3<sup>rd</sup> 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



# 02

## 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

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

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

Greater Montréal boasts close to **10,000 college and university graduates** in fields related to Fashion and Management

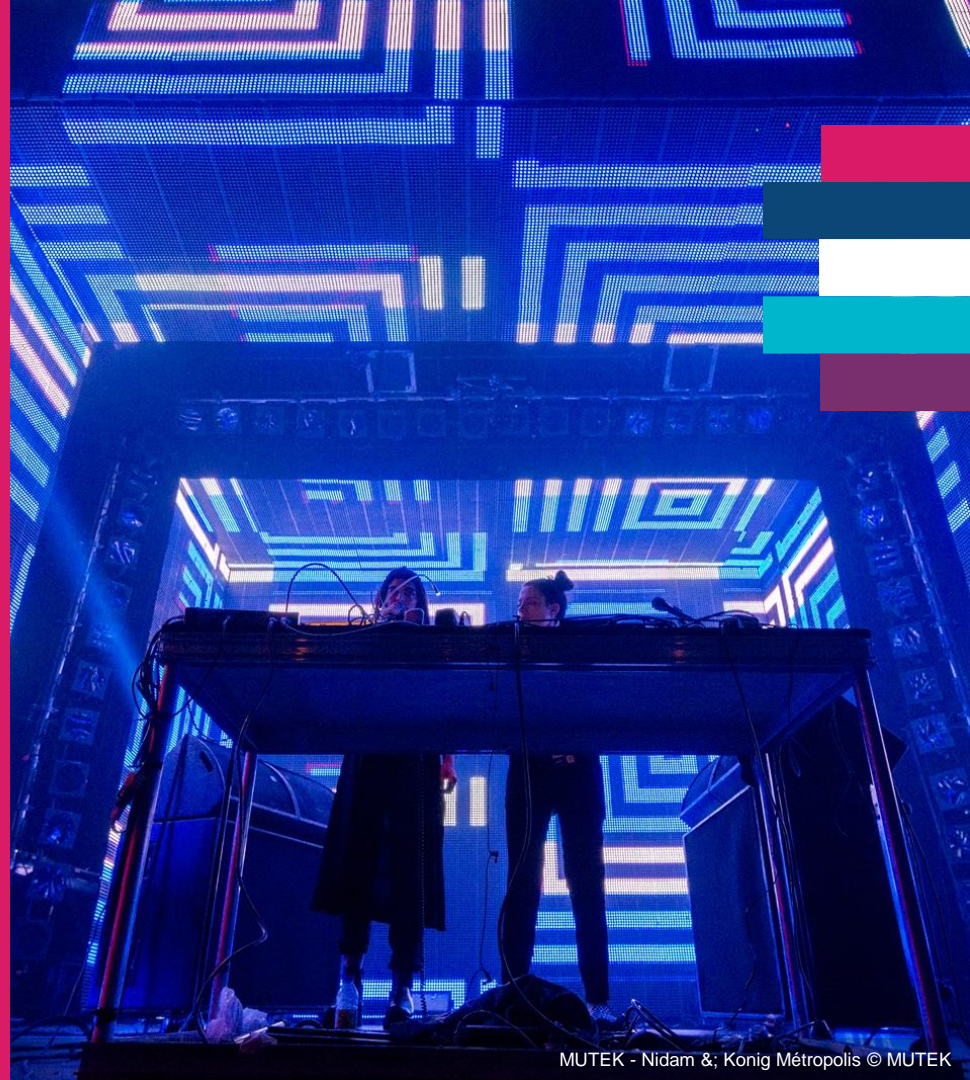


## The most bilingual and trilingual metropolitan area in Canada

- **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:



**5<sup>th</sup>**

video game  
development hub  
in the world



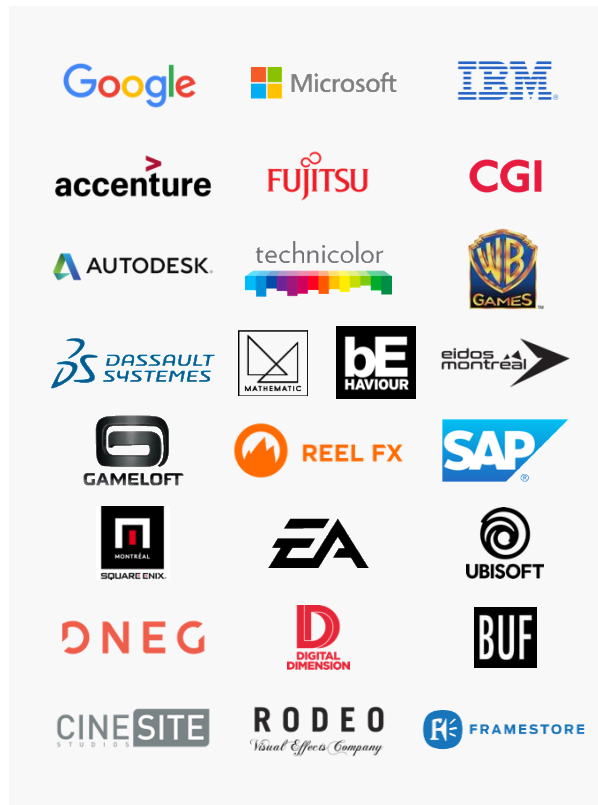
**1<sup>st</sup>**

in Canada and a  
world leader in VFX  
& animation



**5<sup>th</sup>**

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





# 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**

**CEN  
TECH**  
PROPOSER PAR L'ÉTS



real

*Wolfe*  
VENTURE ACCELERATOR  
EST. 2012

 **Notman**

**wework**



FOUNDER  
INSTITUTE

 **FounderFuel**

 **PANACHE VENTURES**

 **CREATIVE  
DESTRUCTION**

**inovia**

 **McGill**  
Dobson Centre for  
Entrepreneurship

**NEXT** 

 **techstars**  
MONTREAL AI ACCELERATOR

Source : “Global Ecosystem Report”, 2018; “Montréal Startup Ecosystem Report”, Credo, 2016; “Midterm Report” – Smart City, February 2017; Canadian Report “Money Tree”, PwC Canada | CB Insights, 2019.



# 04

## Attractive Operating Costs and Incentives



## Tax credits

Between

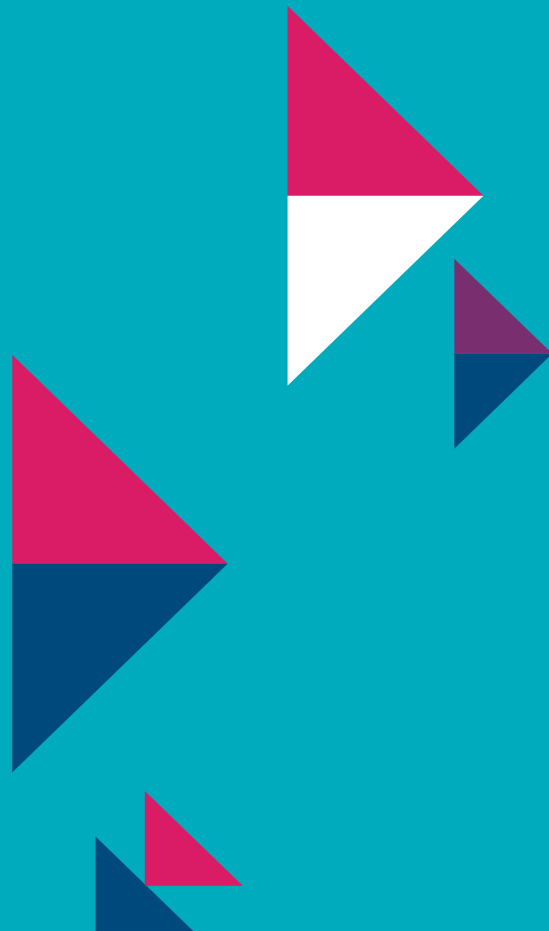
**12%**

and

**24%**

### Refundable

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





## Tax credits

15%

Canada

Refundable

14%

Québec

**Scientific research  
and experimental development**



## Tax credits

**30%\***  
of eligible salaries

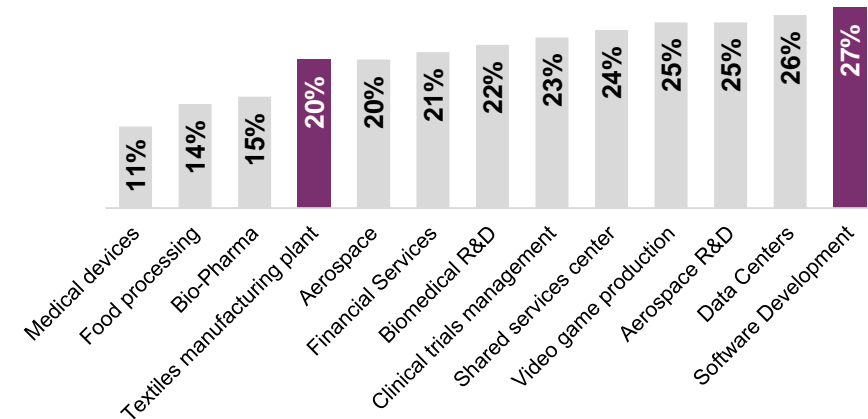
\* Up to \$25,000 / employees / year

**Development  
of E-business**

# 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:

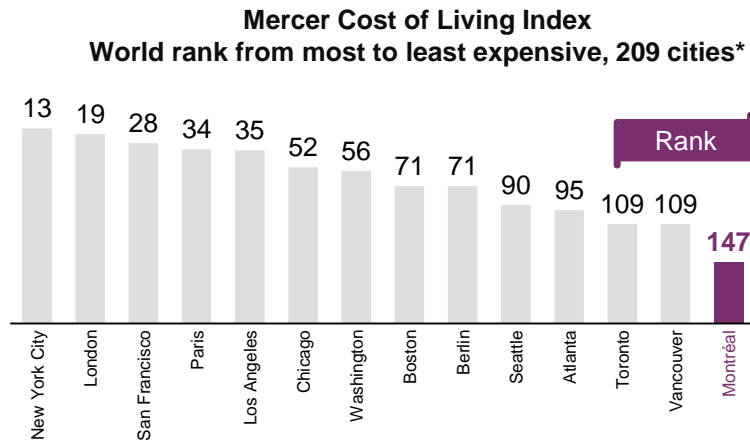
**Greater Montréal's cost advantage compared to the average of the 20 largest metropolitan areas in Canada and the U.S., 2018**





# A low cost of living

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



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.  
Source: "Cost of Living Survey", Mercer, 2018.



# 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)

Source: Invest in Canada, 2019; The World Bank, 2017.

# 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
- **2<sup>nd</sup> 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 Contrecoeur 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, Contrecoeur, 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



Olympic stadium of Montréal © Montréal International

# 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**



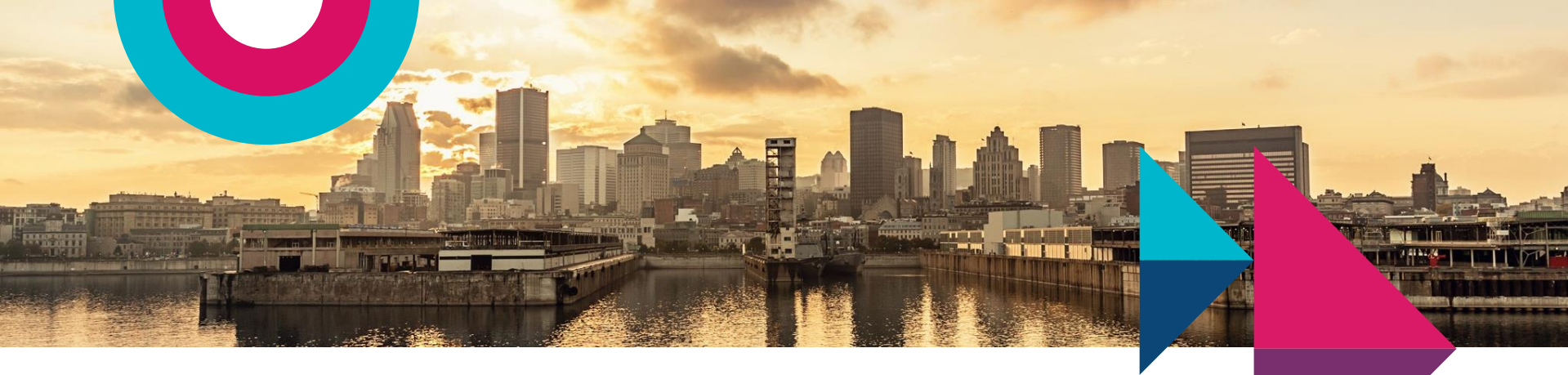
**Incentive programs  
assistance**



**Foreign workers  
immigration  
assistance**



**International  
recruiting missions**



# Contact us



Montréal  
International

**Montréal International**  
380 Saint-Antoine Street West  
Suite 8000  
Montréal, Québec H2Y 3X7

**t** +1 514-987-8191  
[www.montrealinternational.com](http://www.montrealinternational.com)

This document is the property of Montreal International. You are authorized to reproduce this document, in whole or in part, provided that its content is not modified and that Montreal International is clearly identified as the originator of this material. You shall not, in any circumstances, use the material in a manner that could create a false or misleading impression with respect to the source of the material, including but without limitation, by means of a mark or mention that does not refer to Montreal International.

