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18th Montréal Fashion Week

Québec government injects \$210,000 to boost international profile of Québec fashion designers

Montréal, March 1, 2010 – At the launch of the 18th Montréal Fashion Week, minister of economic development, innovation and export trade Clément Gignac announced that the Québec government will contribute \$210,000 to the event for various activities to be held March 1 to 4, 2010, at Marché Bonsecours in Old Montréal.

“The 18th Montréal Fashion Week is an exceptional showcase for the talent of our designers who, year after year, never cease to impress us with their originality and audacity. It’s also a wonderful place for making contacts and networking, which fosters new business relationships and helps generate considerable spinoffs. The Québec government is therefore very proud to have been a partner of this key event for the Québec fashion industry since its first edition. The sector is an abundant source of economic activity, and Québec is the Canadian leader in the clothing industry,” said Minister Clément Gignac.

This financial contribution to the 18th Montréal Fashion Week comes from the Québec Fashion and Clothing Industry Strategy launched in 2007 by Ministère du Développement économique, de l’Innovation et de l’Exportation (MDEIE). The strategy is notably designed to support Québec fashion and clothing industry businesses, as well as events that help promote Montréal as a fashion hub. Montréal Fashion Week is thus a perfect fit with the Québec Fashion and Clothing Industry Strategy objectives.

“As Canada’s top clothing producer and one of the biggest fashion hubs in North America, Montréal is making a name for itself on the world fashion circuit. The growing number of buyers who come to see our designers’ collections every year proves this. The tremendous visibility of Montréal Fashion Week also helps boost the reputation of Montréal and its talented fashion designers,” added Minister Clément Gignac.

Trade mission to the Who's Next trade show in Paris

Minister Gignac also took this opportunity to talk about out the trade mission to the Paris Who's Next trade show in January 2010, which included a show of Québec collections. MDEIE contributed \$69,000 to this mission under the Program for Partnerships and Industrial Clusters (PSPFI).

The project, initiated by Sensation Mode and presented in conjunction with MDEIE and the Québec Government Office in Paris, allowed the following eight Québec designer labels to present collections in Paris: Second Clothing, Lucky 7, Harricana (Collection Mariouche), M0851, Ophélie Hats, Furi Design, ça va de soi, Mackage and Soïa & Kyo. The minister stressed that these companies served as exceptional ambassadors for Québec's talent at the event and he congratulated their success.

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Source:

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