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Montréal's fashion industry dazzles at MAGIC 2018 in Las Vegas

Over 60 Québec companies participating in North America's largest fashion marketplace

MONTRÉAL, Feb. 11, 2018 /CNW Telbec/ - In a major first, over 60 Montréal fashion industry companies and brands are participating this week in MAGIC 2018, the largest fashion marketplace in North America. Organized by UBM FASHION, this event will attract over 4,000 exhibitors, including all major international fashion brands, and some 58,000 international visitors to the Mandalay Bay Convention Center in Las Vegas from February 12 to 14.

"We are proud that many members of our industry are joining forces at this event to highlight Montréal's leadership as a fashion go-to city," says Debbie Zakaib, Executive Director of mmode.

"Participating companies, ranging from SMEs to global leaders from Québec, intend to benefit from this unique platform to introduce their 2018/2019 fall/winter collections, meet with key buyers and develop new business opportunities."

"Our government attaches considerable importance to missions such as this one because they enable foreign buyers to discover Québec's strengths. During this international show, the fashion industry will increase opportunities to showcase their expertise and creativity, strengthen commercial ties, and develop partnerships," said Dominique Anglade, Québec Deputy Premier, Minister of the Economy, Science and Innovation and Minister responsible for the Digital Agenda.

Designers, manufacturers, distributors and retailers will benefit from an exclusive and dynamic exhibition zone under a unique signature, MontréalStyle gallery (Booth #27140). Located at the heart of the Mandalay Bay Convention Center's most important intersection, it will be supported by lounges providing access to Montréal exhibitors in other sections of the show, including womenswear, menswear, footwear, furs and outerwear, denim, intimates, activewear, childrenswear and accessories.

AJG Apparel, Alfred Cloutier, Alphi Apparel, Au Noir, FDJ French Dressing, Gorski Group, Importations Rallye (Projek Raw), Lolë, Mitchie's Matchings, Pajar, Quartz

Co, Raffinalla, U Group, Félix Homme (Vincent d'Amérique) and Yoga Jeans are some of the Québec companies and brands in attendance.

This initiative, led by members of the industry, has been made possible by the advice and expertise of Export Québec and mmode, as well as on the contribution of strategic partners including UBM Fashion,

TVA Publications, the City of Montréal, Tourisme Montréal, Richter, Montréal International, Gorski Group, Yoga Jeans and Pajar.

Montréal is one of the three North American leaders in clothing manufacturing, along with Los Angeles and New York. The fashion industry in Québec generates sales of \$8 billion in manufactured goods and in wholesaler-distributor sales. With more than 1,850 players, including manufacturers, retailers, wholesalers, distributors and designers, it is a strategic pillar of Québec's economy, generating more than 83,000 jobs. Montréal's fashion industry benefits from cultural and linguistic diversity, a quality workforce, a dynamic education system, a strategic geographical position, and a thriving design and creative community that ensures its continued growth.

About mmode (mmode.ca) Created in May 2015, mmode, the Metropolitan Fashion Cluster, brings together and mobilizes players in Québec's fashion industry by acting as the ecosystem's main platform for exchange and collaboration. mmode also has a mandate to create business and innovation synergies to help improve the competitiveness and growth of this sector. mmode thanks its proud partners: the Montréal Metropolitan Community (MMC), the Government of Québec and the Government of Canada.

About UBM FASHION UBM FASHION is organized by UBM plc. UBM FASHION is the largest pure-play B2B events organizer in the world. Its team of 3,750+ people, based in more than 20 countries, serve more than 50 different sectors. UBM FASHION's deep knowledge and passion for these sectors allow the organization to create valuable experiences which enable their customers to succeed. Please visit www.ubm.com for the latest news and information about UBM FASHION