

Gorski Group and Yoga Jeans to launch unique fur and denim collection

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Gorski Group expands its collaboration with strategic suppliers at the MAGIC Las Vegas show

MONTRÉAL, Feb. 13, 2018 /CNW Telbec/ - Gorski Group, a fast-growing luxury Montréal-based outerwear and fur brand, has entered into an agreement with Yoga Jeans, the largest denim manufacturer in Canada, to co-design and produce a collection of trendy fur trimmed denim jackets for Fall 2018. The firm is also expanding its cross-border strategic collaboration with its many New York-based suppliers.

These announcements, totaling \$500,000 in initial commitments, were made during MAGIC in Las Vegas, the largest fashion marketplace in North America, in presence of **Dominique Anglade**, Québec Deputy Premier and Minister of the Economy, Science and Innovation and Minister responsible for the Digital Strategy, **Debbie Zakaib**, Executive Director of **mmode**, the Metropolitan Fashion Cluster, and **Eric Wazana**, President of Yoga Jeans.

"By collaborating with leading strategic fashion partners, Gorski Group is positioned to pursue its expansion plans in North America and beyond," said **Leonard Gorski**, President and CEO of Gorski Group and a board member of mmode.

Mr. Gorski and Mr. Wazana are co-leading this unique Montréal fashion industry mission, "MontréalStyle," to the UBM-staged MAGIC show.

"This fantastic initiative has created synergies and galvanized the entire Montréal fashion ecosystem," noted Mr. Gorski. "With support from Export Québec, more than 60 Montréal firms have joined forces to showcase our industry's creativity, innovation and economic impact and strengthen commercial ties."

Directly linked to the synergies generated by this mission, Gorski Group is expanding its digital collaboration with Summit-Tech, a Montréal tech firm, to develop an enhanced digital customer experience solution backed by cutting-edge in-store support systems. Gorski will also implement a state-of-the-art Momentis ERP, part of its omni channel expansion.

As part its digital strategy and its investment in new technology and innovation, Gorski Group will also be creating four positions, and doubling its Montréal headquarters' footprint, to create a dynamic working environment for its growing team. Job openings include positions for an art designer, web coordinator, web graphic designer and fashion merchandiser. Gorski is collaborating with Lasalle College, another participant of the Montréal Style mission, in this regard.

"I applaud the Export Québec team for their valued expertise and the priority it is placing on nurturing Montréal's fashion sector," said Mr. Gorski. "It is guiding and embracing the many private firms and legendary institutions to strength Montréal as a world-class fashion destination."

About Gorski Group

Based in Montréal, Gorski is a high-end fashion brand in creating sophisticated fashion collections for women and men, including down jackets with fur trim, cashmere and accessories with fur trim, evening and modern furs and shearlings.

Gorski brand collections are sold at the finest stores in the world, including Neiman Marcus stores, channel [NeimanMarcus.com](https://www.neimanmarcus.com) and Last Call stores in the United States. In Canada Gorski is sold at Holt Renfrew, Ogilvy and the finest independent boutiques. View the collections at www.GorskiGroup.com and on social media @gorskiouterwear.