



Montreal's Fashion Industry

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She who has a deep passion for fashion, living in Montreal there definitely a lot of different job opportunities in the fashion field. This journalistic essay will be covering the fashion industry, the fall and rise of the fashion industry in Montreal/Quebec from 2015 to today and integrating Montreal/Quebec to be a big player in the world of fashion with the use of fashion industrial clusters such as “mmod”.

Montreal is the third leading North American city for clothes manufacturing. (The Chamber of Commerce of Metropolitan Montreal, 2017) Montreal is considered to be among the world’s fashion leaders and is thriving. Quebec has over 18,00 fashion companies which is the source of more than 28,000 jobs and amounts to over \$7.6 billion in yearly sales. It is equal to 48% of employment in Quebec. Specifically, Montreal has the largest clothing production centers in North America. The fashion industry is a large player contribution to Quebec’s economic growth. Montreal’s fashion businesses success is due to the acknowledged work of its designers, manufacturers and retailers. In Quebec, in the early 2000s, the fashion industry was mainly concentrated on manufacturing but since then, has evolved to incorporate new business models in

order to increase the competitiveness. Innovative and cutting-edge technology is greatly changing the fashion industry and its workers (The Chamber of Commerce of Metropolitan Montreal, 2017). But things weren’t so economically stable for the fashion industry in Montreal. From its peak in the 1970s because of the cheaper rates of production in developing countries such as Asia, “as well as the World Trade Organization’s 2005 abolition of textile import restrictions which was another major setback in the history of fashion” (Destination Centre-Ville, 2017) In 2015, Montreal fashion sector was trying to reclaim its lost fame by grouping together its designers, manufacturers and others (The Canadian press, 2015). In doing so, they created “mmod” which was created for the sole purpose of getting Montreal’s fashion sector back and relevant in the fashion world. The fashion industrial cluster was crucial to make the industry stronger, all related firms working together and collaborating. The “mmod” industrial cluster also worked to “establish more high-end factories in the city’s garment district, bring together designers and manufacturers to create new products and reach out to the U.S. retailers to sell their clothing” (The Canadian press, 2015).

In conclusion, because of the fall of the fashion industry in Montreal/Quebec throughout the years and its climb to be one of the top industries in the fashion world, it’s important for the Montreal/Quebec fashion industry to all come together and collaborate, in spite of the major setback of the World Trade Organization’s 2005 abolition of textile import restrictions. The way of doing so, is the use of industrial clusters to make the fashion industry in Montreal/Quebec stronger and thriving. As well as, to help create Montreal’s fashion identity and become a major player in the fashion world.





Photographer: Victor Hernandez



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These last two photos were taken from a photoshoot for the clothing brand called Søsken. This photoshoot took place at the creative agency in which i am interning at, called Image Motion. I was on set helping with the process of this photoshoot. I wanted to present these photos because since my topic is on the Montreal fashion industry i thought it would work well with my project because the other photos are more everyday life high fashion and these ones are editorial staged photography on a brand that is apart of the Montreal fashion industry.