

2024

ANNUAL
REPORT

mmode

MATHIEU
executive manager



CHLOÉ
event coordinator



SARA-JADE
communication-marketing advisor



MMODE'S TEAM 2024

CAMILLE
consultant -
workforce & innovation



MARINE
coordinator -
workforce, innovation & exportation



LOUIS
consultant -
workforce & en mode croissance



GAUTIER
administration coordinator





FRANÇOIS ROBERGE

President of the mmode board +
CEO of La Vie en Rose

4

meetings of the board per year

+110

people coming from different pillars
of the industry attending the
meeting of the members

+470

regular annual members for
2024

20

directors and guests to its board
of directors

PRIVATE PARTNERS

thank you for the support from all our members
and partners

building
members

13

major
partners

13

governing
members

9

mm+
members

4

678,8K\$

private financial contribution

educational and
research institutions

10

SECRETARIAT

5

action plans made up of around a hundred projects and collabs, delivered and 100% completed for each of the 4 Working Groups and the Secretariat of the Cluster

+12.1K

followers of mmode (all social media platforms combined: Facebook, Instagram, LinkedIn, X, YouTube)

+3230

attendances at mmode meetings of 8 people and + including close to 80 meetings via the mmode Working Group

+1,3K

subscribers to the newsletter intended for members of mmode and industry stakeholders

25

mmode newsletters sent all year long

34%

of growth on all of our social media platforms

WORKFORCE

design of a platform dedicated to the Quebec Fashion and Clothing Subcontracting Directory, aimed at optimizing search functionalities and enhancing the visibility of the tool.

3rd

Edition of the Forum main-d'oeuvre at Cirque du Soleil, bringing together 68 stakeholders from the fashion industry.

+60

manufacturers make up the Quebec Fashion and Clothing Subcontracting Directory.

post made of 9 videos from the "En Mode Croissance - Compétences" program, showcasing the role of fashion managers and the achievements of the participants.

33

collaborations, meetings, and visits with fashion education and research institutions in Quebec.

first meeting between the Conseil des arts et des lettres du Québec and fashion designers regarding their financial aid program.

creation of learning and assessment situations related to fashion at high school level, in partnership with Écofaune Boréale, Concertation Montréal, Groupe CTT, and Dahlia Milon.

INDUSTRY IMAGE

+20

individuals from various pillars of the industry formed two advisory committees to discuss #mtlstyle, mmode's communications, and MFW.

+11,7K

followers on the social media of Montreal Fashion Week and #mtlstyle, including Facebook, Instagram, and TikTok.

+100

brands participating in the very first edition of the #MODESOLIDAIRE local shopping day

RELEVANT RESOURCES

mmode positions itself as a reference organization for the industry by sharing multiple relevant resources with its members.

+1345

individuals present at twelve different meetings of the Image industry pillar




MMODE.CA

establishment of a more comprehensive member service, including the optimization of the platform and constant updates to the mmode.ca, tabs, news, etc.

14

MFW newsletters sent to a growing subscriber base composed of consumers and local fashion businesses.

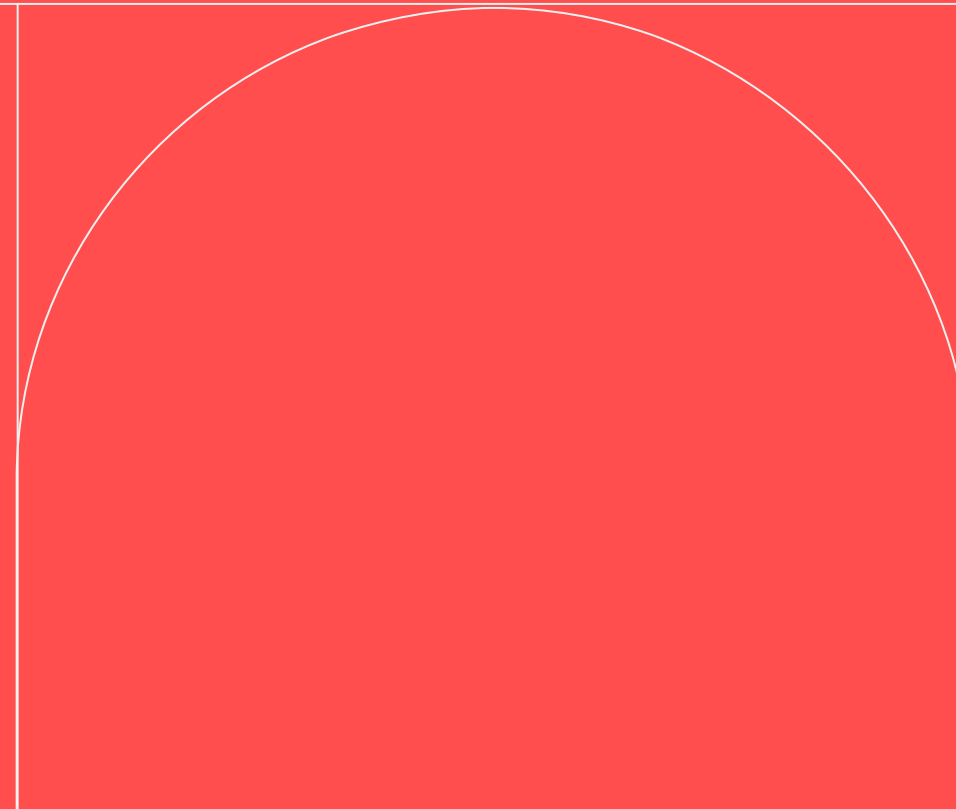
MONTREAL FASHION WEEK

200 participating brands	+368.5K impressions on the second edition of #BRIGADESMM	+ 30 articles/interviews mentioning the MFW24	+ 250 000\$ in private sponsorships
130 activations in total	7.7K followers across all online platforms.	MFW partnered up with the organizations Le Sillage, Le Support, and La boîte à chaussures.	107.1M impressions of printed advertisements
+2.6M impressions of digital advertisements	+40 partners and sponsors		45% growth of our online communities

EXPORTATION

6

Quebec manufacturers participated in the "Pavillon Montréal" editions at Première Vision New York in January and July.



7

participations in trade shows in the United States to promote Quebec's manufacturing capabilities.

2e

edition of Rendez-vous Montréal highlighting natural fibers, fur, and leather, including the presence of FUR VISION by SAGA FURS.

502

introductions made during trade shows in the United States.

participation in the panel "Nearshoring Now: Essential Sourcing and Production Strategies," as part of SOURCING at MAGIC.

3

grants for the development of foreign markets awarded by MGGNET, Première Vision, and Womenswear in Nevada, as part of the mmode Gala.

a conference with Dan Orwig, President of Peerless Clothing International Inc., on the future of men's fashion, as part of Première Vision New York.

INNOVATION

+ 130

applications from Quebec businesses in our industry received for all twenty awards offered at the fourth edition of the mmode Gala.

+ 44 000\$

sponsorships for the evening (monetary contributions or promotional products).

+ 250

attendees at the fourth edition of the mmode gala at Théâtre Plaza on December 3rd.

+ 140 000 \$

awarded in prizes at the third edition of the mmode gala, thanks to all its private partners

20

prizes awarded during the third edition of the mmode gala

+ 3,5K

votes recorded for the Public's Choice Award at the mmode gala

19

professionals from here and abroad formed our jury for this edition of the Gala mmode.

2024
IN IMAGES

Gautier, Sara Jade and Chloé at the fourth edition of the mmode gala



Behind the scenes of the filming of the En mode croissance - compétences capsules



Mathieu interviewing Mr Dan Orwig, CEO of Peerless Clothing Canada at Première vision New York



Informative 5@7 session for fashion designers with the Conseil des arts et des lettres du Québec.



Camille, Louis and Marine during the Forum Main-d'oeuvre in April 2024 at Cirque du Soleil's headquarters



Sara Jade and Chloé during Montreal fashion Week's launch event



Presentation by Saga Furs at Cégep Marie-Victorin during the second edition of the Rendez-vous Montréal



Thierry Langlais (Première Vision and GL Events), François Roberge and François-Xavier Robert at the press conference announcing PV Montréal



Mathieu avec nos homologues de la Grappe Écotech Québec lors de la SMM24



Presentations by Sara Jade, Chloé, Louis and Marine to students at Campus Notre-Dame de Foy during our last board meetings.



LOOKING FORWARD TO 2025:

Beginning of the work and major announcement of the arrival of the
Première Vision trade show in Montreal



1200

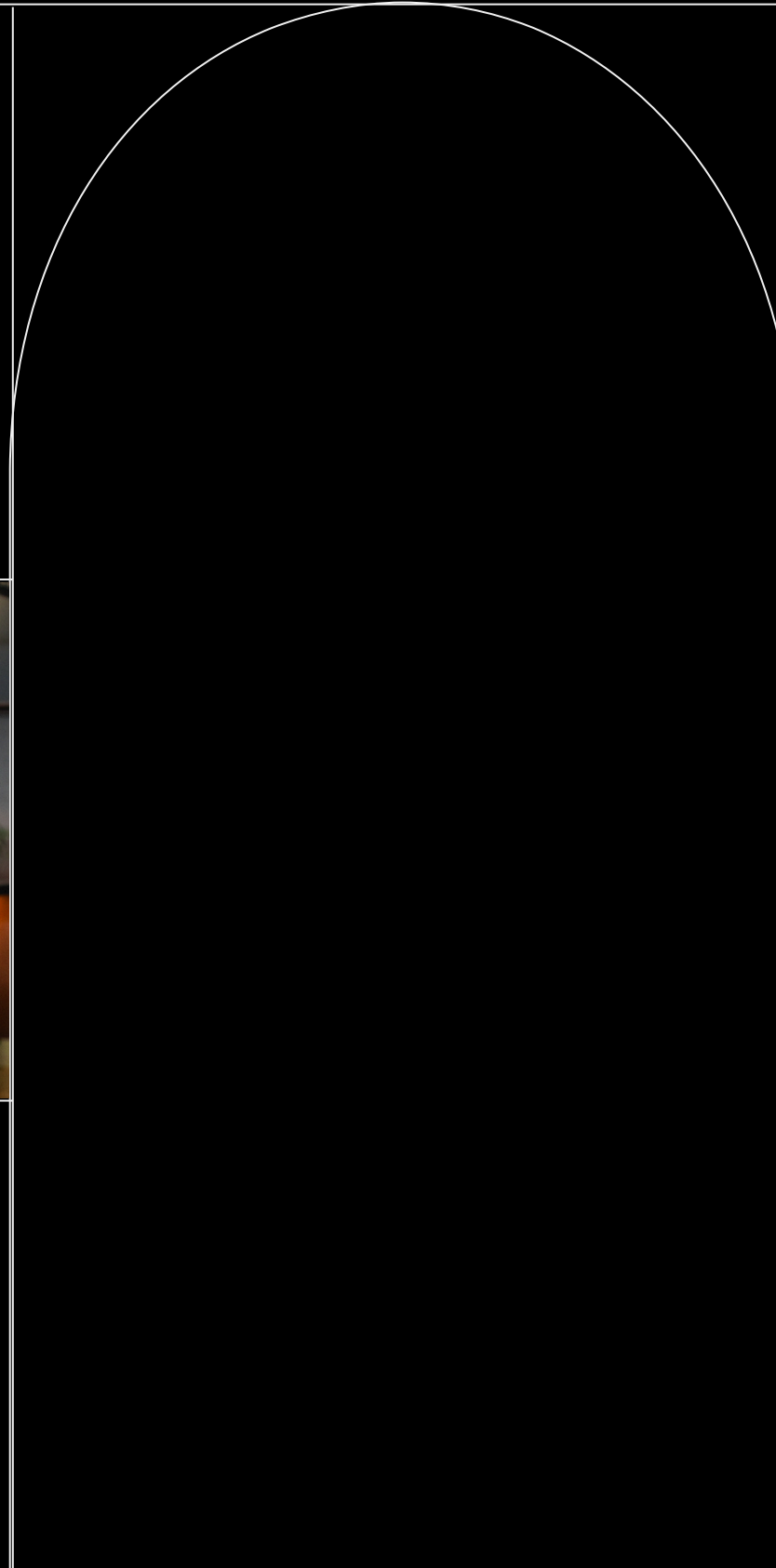
visitors expected for the
arrival of Première
Vision in April 2025.

60
people present at the
press conference at
Royalmount



5

interviews to
promote the initiative



PV
MONTRÉAL

LA MOSAÏQUE
DE LA MODE

**GRAND
QUAI
DU PORT
DE MONTRÉAL**

**22
— 23
AVRIL
2025**

image générée par l'IA / Première Vision

GL
évente

mmode

SEMAINE MODE DE MONTRÉAL

TOURISME /
MONTRÉAL

Québec

OUR LOYAL PARTNERS

public funders

Canada 

Québec 

 Communauté
métropolitaine
de Montréal

building members



ARDENE



AUBAINERIE

DYNAMITE



la Vie en Rose



Collège LaSalle
Montréal

GRUPE
ALDO

altitude  sports

Joseph Ribkoff



governing members

1664

COMPLEXE
DESJARDINS

C | MTL



BEAUTÉ STAR[®]

Clin d'œil

MENNILLO



major partners

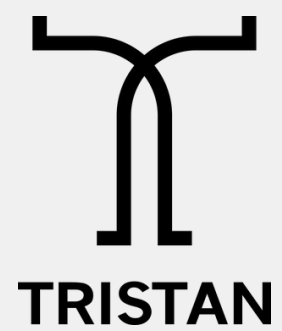
BROUILLARD^{RP}

FACTRY

LE FiFA



mm+



LILIANNE

YOGA *Jeans*[®]
créateurs de confort



educational and research institutions partners

 CÉGEP
MARIE-VICTORIN

vestechpro 


Collège LaSalle
Montréal

Bensadoun School
Retail Management

 École des métiers des
Faubourgs
de Montréal


LAFLÈCHE

**CN
DF**
COLLÉGIAL PRIVÉ

ESM

 **CTT**


ÉCOFAUNE BORÉALE