

Toronto

Fashion/Apparel



"For years I have been attending the collections in Milan and New York, and this year Toronto Fashion Week is what I am most looking forward to."

SUZANNE BOYD, EDITOR, FLARE MAGAZINE

Buyers worldwide recognize the quality and value of Toronto-based designer labels, while global apparel companies count on the city's many acclaimed manufacturers for superb craftsmanship, quick turn-around times, flexibility and reliable service. With this international recognition, the fashion/apparel cluster remains one of Toronto's largest industrial employers. Since the introduction of the 1994 North America Free Trade Agreement, Canada's apparel exports to the U.S. have increased by 550%. Toronto's dynamic fashion industry is turning more heads than ever.

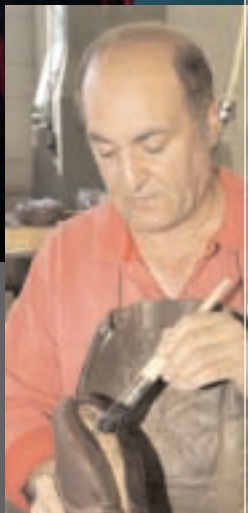
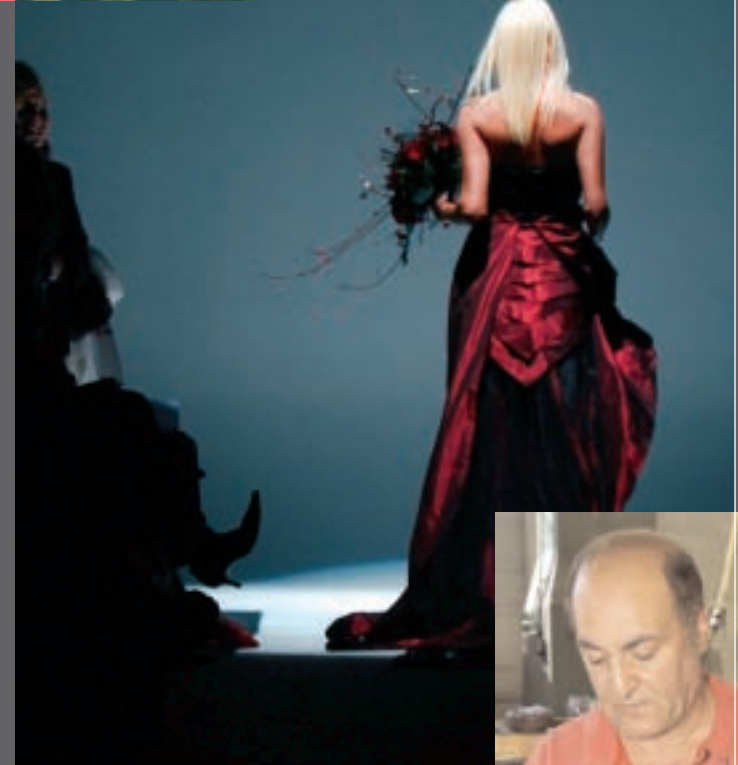


NEXT STEPS

Our expert team is ready to answer all your questions about business and investment opportunities in the dynamic Toronto-based fashion/apparel cluster. We offer an in-depth cluster profile, brochures on the city's other key economic clusters and helpful liaison with industry and government organizations. For more information, please contact the Toronto Economic Development Office:

416 392 3375

www.toronto.ca/business



 **TORONTO** Economic Development

Fashion-conscious consumers buy designs by Lida Baday, Sunny Choi and Dominic Bellissimo from Saks Fifth Avenue, Bergdorf Goodman, Bloomingdale's, Marshall Field's and Nordstrom. British, American and Canadian athletes wear uniforms by Roots Canada to the Salt Lake City Winter Olympics. Toronto-founded companies such as M.A.C and Club Monaco are global brands. What's the common thread? The Toronto fashion/apparel cluster is booming. Acclaimed designers, trend-setting retailers, innovative manufacturers... Toronto is decidedly in fashion, and showing with the best in the world.



FASHION FACTS

- > The fashion/apparel cluster in Toronto employs nearly 50,000 people, more than half of them in manufacturing.
- > Toronto is home to more than 550 apparel manufacturers whose wholesale shipments total nearly \$1.4 billion annually, or 16% of the \$9 billion Canadian market.
- > Canadian trade legislation now permits duty- and tariff-free apparel imports from 48 of the world's least developed countries, increasing manufacturing flexibility.
- > More than 4,600 Toronto fashion retail stores generate annual sales of \$2.6 billion. As Canada's largest retail market, Toronto attracts high-end global retailers like Chanel, Gucci, Hermès, Prada and Louis Vuitton.
- > Toronto's reputation for well-designed, high-quality apparel is reinforced by the success of designer lines such as Lida Baday, Brian Bailey, Marilyn Brooks, David Dixon, Mercy, Misura and Karen Palmer.
- > Manufacturers range from high-profile Roots to design-driven specialists such as Sally Fourmy uniforms. Beauty products companies include highly successful M.A.C (now owned by Estée Lauder) and parfumeur Riviera Concepts, known for its Sung line.
- > Toronto's experienced workforce ranges from cutters, sewers and pressers to art directors, makeup artists and hairstylists.
- > Global model agencies such as Elite, Ford and Giovanni have offices in Toronto, while local photographers like George Whiteside, Chris Chapman, Floria Sigismondi and Shin Sugino have won international reputations.
- > A cluster study by ICF Consulting concluded that Canadian apparel makers are superior to their U.S. counterparts in responsiveness and small-batch production – prerequisites in today's fast-moving fashion market.

MAJOR PLAYERS

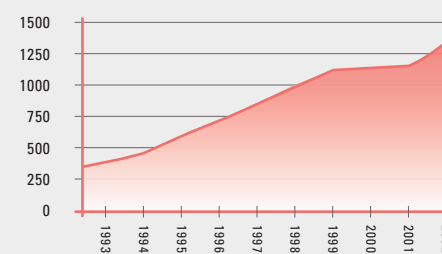
Manufacturers: Danier Leather, Dominion Hosiery, Macmor, McGregor, Phantom, Vikeda, Weston Apparel, Wing Son Garments. Retailers: Bata, Harry Rosen, Holt Renfrew, Hudson's Bay Company, Reitmans, Roots. Media: Citytv's hit *Fashion Television* and Fashion Television Channel; CBC's *Fashion File*; magazines such as *Elle Canada*, *Fashion*, *Fashion Quarterly*, *Flare* and *The Look*.

SUPPORT SYSTEMS

- > Toronto Fashion Week, a twice-yearly event on the international fashion calendar, presents ready-to-wear collections by top Canadian designers.
- > Ontario Fashion Exhibitors markets and Mode Accessories trade shows draw buyers from across North America.

- > The Toronto Economic Development Office coordinates the Fashion Industry Liaison Committee (FILC), a catalyst for public-private cluster development since 1984.
- > The innovative Toronto Fashion Incubator is a non-profit small business centre with a mandate to nurture, promote and support new fashion designers and entrepreneurs.
- > Other important organizations include: Apparel Industry Development Council, Apparel Ontario, Canadian Apparel Federation, Fashion Design Council of Canada, Fashion Group International – Toronto Chapter, Furriers Guild of Canada, Ontario Fashion Exhibitors and UNITE.
- > Ryerson University, George Brown, Humber and Seneca colleges, and the International Academy of Design, all offer post-secondary programs in fashion design, production, marketing and management. Ryerson also has a degree program in retail management.

TORONTO IS A MAJOR CENTRE FOR APPAREL EXPORTS
(in CDNS millions)



WHY TORONTO?

- > With one-quarter of Canadians in a 150 km radius and half of all U.S. businesses within one day's shipping distance, Toronto is a natural centre for sales and distribution.
- > A recent KPMG study found Toronto to be 12.1% more cost-efficient than comparable U.S. cities. Canada's favourable exchange rate on the U.S. dollar ensures lower labour, production and infrastructure costs.
- > The Toronto region's 5 million residents are increasingly cosmopolitan and culturally diverse – creating a vitality and style unlike any other urban centre in North America.

Our brief overview *Toronto: A Diversified Economy* has more on the availability of capital, real estate opportunities, public transit (the second-largest system in North America), vibrant cultural life and clean, safe streets – all the key factors that led *National Geographic* to rate Toronto “the most civil and civilized city in the world.”

APPAREL MANUFACTURING EMPLOYMENT GROWTH 1992–2002
(based on 10-year review of labour force growth)

