



**Press Release**

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**PREMIÈRE VISION LAUNCHES ITS FIRST CANADIAN EDITION**

*Montréal asserts itself as a major player in North American fashion*

**Montréal, December 2nd, 2024** – Following Paris, Milan, and New York, the prestigious [Première Vision](#) show is **set to debut in Canada on April 22 and 23, 2025**, hosted in Québec's vibrant metropolis. A global benchmark in responsible creative fashion (textiles, leather, accessories, and more), Première Vision serves as a leading platform for inspiration, exchange, and the development of future ready-to-wear, accessory, and footwear collections. It gathers key players from fashion, design, and the broader creative industries.

Supported by mmode ([Montreal Fashion Cluster](#)), **Tourisme Montréal**, and **Québec's Ministry of Tourism**, this first Canadian edition—held in Montréal—marks a pivotal moment for the promotion of Québec's expertise. As a driving force for the fashion industry, Première Vision is a catalyst for the growth of Québec's fashion, economic, and business tourism sectors.



**Official event poster**



## **Montréal: A Pillar of the Fashion Industry**

The arrival of Première Vision in Montréal underscores the city's undeniable contributions to the fashion industry in Québec and internationally. By bringing together key industry players, the event bolsters efforts to repatriate textile production to Québec, highlights the expertise of local businesses and creators, and generates new business opportunities.

"The arrival of Première Vision in Montréal is a game-changer for the sector," says **Mathieu St-Arnaud Lavoie**, Executive Director of mmode and Montréal Fashion Week. "Québec and Montréal's history is deeply intertwined with the development of these major industries that form a vital part of our collective culture. Première Vision Montréal recognizes Québec's creative strength and expertise."

## **An International Showcase with Tangible Impact**

"Montréal, as a UNESCO City of Design and a hub for creativity in North America, benefits from a dynamic fashion scene. Première Vision Montréal eloquently showcases the city's innovative spirit, elevating Québec's metropolis on the world stage while providing a significant economic boost for business tourism," says Montréal Mayor **Valérie Plante**. "I encourage both locals and visitors to explore Première Vision and discover the talent of our creators."

Expected to welcome approximately 1,200 attendees from around the globe, the event is poised to have a substantial ripple effect on Québec's economy:

- **Direct economic impact:** Nearly \$1.5 million generated.
- **Job creation:** Over 330 positions tied to the event.
- **Business tourism:** More than 1,000 hotel room nights.

"Tourisme Montréal is thrilled to welcome Première Vision to the city," says **Yves Lalumière**, President and CEO of Tourisme Montréal. "As a creative tourism destination and UNESCO City of Design, Montréal continues to stand out with an environment conducive to innovation. This event, which gathers global fashion professionals, showcases our expertise while delivering significant economic benefits. Hosting Première Vision reinforces our strategic positioning as a premier destination for business tourism and as a trendsetting city."



### **Toward a More Circular Fashion Industry**

In addition to reinforcing Montréal's central role in the textile and manufacturing sectors, Première Vision supports the shift towards a circular economy by fostering sustainable initiatives.

"Under the themes of innovation and collaboration, this event offers an immersive experience into tomorrow's trends, allowing industry exhibitors and visitors to explore textile advancements, strengthen networks, and forge strategic collaborations," says **Thierry Langlais**, Vice President of Operations for Première Vision.

### **A Curated Program for Fashion Professionals**

Beyond exhibitions, attendees at Première Vision Montréal can participate in conferences and workshops addressing the industry's current challenges, including supply chain management, technological innovations, consumer trends, and sustainable practices. These sessions provide opportunities for skill-building, idea-sharing, and identifying new growth prospects for businesses.

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### **About Première Vision**

Première Vision is a flagship international event in the fashion industry, established in 1973. A must-attend gathering, it is held several times a year in strategic cities worldwide, including Paris, New York, and Milan (with Denim Première Vision). In 2025, the event will reach a milestone with its first-ever Canadian edition, Première Vision Montréal, taking place in April. Bringing together key players in creative fashion—brands, designers, suppliers, and experts—Première Vision serves as a unique platform fostering innovation, collaboration, and dialogue around the industry's current and future challenges.

### **A Fashion Division Dedicated to the Industry's Future**

Première Vision is part of the Fashion Division of GL events, which also organizes Tranoï and Fashion Source, totaling 19 annual events. This division aims to build a global network of events and services that address the challenges and transformations of the fashion market, both in France and internationally. At the heart of creativity and innovation, it offers a platform for dialogue and discussion, bringing together all actors across the fashion value chain to collectively envision the future of this ever-evolving industry.

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**mmode**  
montreal fashion cluster

MONTREAL  
FASHION  
WEEK

**TOURISME /  
MONTREAL**

Québec 

### **About mmode**

Founded in May 2015, mmode, the Metropolitan Fashion Cluster, aims to unite and bring together stakeholders in Québec's fashion industry by serving as the primary platform for collaboration and exchange within the ecosystem. Mmode's mission is also to create business and innovation synergies, while contributing to the competitiveness and growth of this sector. Mmode extends its gratitude to its public funding partners: the Montréal Metropolitan Community (CMM), the Government of Québec, and the Government of Canada.

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