

# 4

## 6th year completed for the mmode Cluster

employees dedicated to uniting the industry around structuring projects...






...to promote MTL as a fashion metropolis and to support the sector in times of the covid crisis (daily follow-ups with the industry, government relations, information on financial aid, ongoing communications, media relations, recovery committees, webinars, etc.)

# 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

**2028**

attendances at mmode meetings of 8 people and + (of which 99% from the private sector), including 100+ meetings via the mmode Working Groups

**250**     
annual members, including 38 directors and guests to its board of directors

**\$532K** 

annual funding from the private sector for industry projects, representing 38% of the total budget of \$1.4M

**24**



sub-committees representing the different sub-sectors of the industry and governance committees consulted by the mmode team


**33** major private partners from the sector representing 91% of the private funding of the year (see last page for the full list of our partners)

**32** newsletters sent to a base of 1,200 subscribers 


**7273** 


followers of mmode (all social platforms combined: Facebook, Instagram, LinkedIn, Twitter)

# export

**1**  new Subcontracting Directory for apparel sourcing in Quebec created by mmode and bringing together 35 technical sheets from manufacturing companies with the aim of promoting them on the American market starting 2022

**1<sup>st</sup>** Report " The Quebec Garment manufacturing : Measuring the economic value beyond the price" developed in collab with Vêtement Québec & TechniTextile Québec

**1** series of various workshops organized to promote local fur businesses and strengthen their digital presence in collab with Saga Furs, the Fur Council of Canada & Maison Made in 

**1<sup>st</sup>** PPE USA Guide launched by mmode during the Montreal Fashion Week 



**6** partners brought together to ensure the industry coordination and continuity of domestic and American markets development work for the PPE sector (mmode, Vêtement Québec, Medtech Canada, Canadian Apparel Federation, Investissement Québec, TechniTextile Québec)

**15+** collabs and visits to fashion teaching institutions in Quebec to boost the attractiveness of our sector with the next generation

**2**  major student conferences with 6 distinguished guests

**12**  local recruitment activities to attract talent to local businesses

## PPE VISION


1st student competition dedicated to the design of personal protective equipment developed in close collaboration with the European platform Artstthread

**lamoderecrute.ca** 



new digital platform created by mmode to promote job opportunities in the sector and to attract new talent to our local businesses


**89** industry stakeholders consulted for the realization of the Workforce Diagnostic 2.0

**200** companies listed through mmode's active participation in ESG UQAM's Fibershed project to map outsourcing in the Quebec fashion sector

**1** attraction campaign deployed through several channels 

**1** new Guide on recruiting a diversified workforce, created by mmode and presented during RH Mode 2021

 1 series of radio clips broadcast to a multiethnic audience 

1 series of clips shot at mmode members' facilities 

 1 printed campaign displayed in the Metro of Montreal

# human resources



# industry image

1st historical mobilization of Quebec retailers (in February, during the forced retail closure due to the pandemic)

**MODEQC21**



via a concerted online promotion during which 80+ brands joined the collective offensive with the single promo code MODEQC21

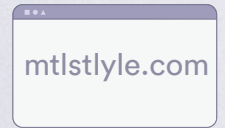
87 

posts created and published on @mtlstyle\_

 #mtlstyle

57

mmode original blog articles published



1<sup>st</sup> reinvented edition of the Montreal Fashion Week, propelled by mmode in Sept.



80

participating businesses who have unfolded 100+ events across the metropolitan area and online

13M

of media coverage

# innovation

1<sup>st</sup>

mmode Diversity & Inclusion Forum, specific to fashion, presented in Sept. and bringing together 15+ guests who stand out for their inspiring practices



1<sup>st</sup>

collab with Concertation Montréal (CMTL) for the creation of a community of practice exclusive to Quebec fashion SMEs to stimulate the green recovery of the textile and clothing industry



1<sup>st</sup>

mmode virtual event focused on circular economy in fashion, organized in collab with CMTL, and gathering 15+ Quebec speakers presenting innovative solutions in terms of ecological transition



3<sup>rd</sup> 

year of the mmode Acceleration Program "En mode croissance"

6 

seasoned entrepreneurs selected for the 1st pilot year of the Atelier CoDèV

\$140K

awarded at the first edition of the mmode Gala thanks to all its private partners (14 grants of \$10K)

10 

entrepreneurs chosen for the 3rd class of the mmode Accelerator

100+

hours of individual coaching, twinings with mentors, sessions of co-development, guests of co-development, guests of experts, etc.

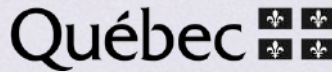
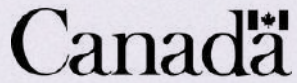
145 

applications submitted

8K+

votes collected for the Public's pick grant

our public funders



our major patrons

building partners



privilege partners



governing partners



mm+ partners



educational and research institutions partners

