

First, I would like to thank the *Fondation de la mode de Montréal* for this great honor. I feel very fortunate to be a part of this 17th annual benefit evening and truly happy to be sharing it with my team. At *Groupe Dynamite*, we truly value the ongoing commitment to the evolution of fashion in this city, to which the *Fondation* has taken the lead in. We know that providing scholarships to support designers is key to building successful brands that need to be constantly nurtured and cultivated.

Since 1975, *Groupe Dynamite* has been entrenched in the fashion community and has since continued to build on its success by attracting, developing and retaining talented people. These building blocks of success encompass the brand attitude and vision. We drive our brands' identities with in-house design, planning, buying and sourcing teams. This winning equation brings people and ideas together in a fast-paced, adrenaline-fuelled atmosphere. In our culture, there are no boundaries.

As fashion is our "raison d'être", we are also committed to cultivating and supporting future fashion talent. We offer scholarship programs for a variety of fashion schools and foundations in Canada. *Groupe Dynamite* considers social responsibility a cornerstone in our identity and grabs hold of the reins with pride, responsibility and a steady hand.



More than ever, *Groupe Dynamite* is committed to continuing to build the "field of dreams" and will always be on the lookout for new growth opportunities and in developing local fashion talent. I truly believe in the future of fashion retail and the role that these bright young talents will play. Should they accept this Mission, the future is theirs for the making.

Finally, I'd like to thank everybody who has made this evening possible and want to thank you again for this great honor.

Andrew Lutfy