



## Mr. Laurence Lewin, Guest of Honor

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I am truly honoured and delighted to accept the *Fondation de la Mode de Montréal's* distinction as Guest of Honor.

As President and co-founder of La Senza, I have always championed creativity and talent by welcoming new ideas, new concepts and new approaches. Our mission is to empower talent, and maximize performance with innovative principles that drive success.

In a world where “the customer rules”, La Senza embraces this vision by ensuring that our fashion team and talent contribute to our growth.

Today, La Senza operates over 600 stores worldwide and has become Canada's leading lingerie brand. La Senza's success continues to offer rewarding career opportunities for the “leaders of tomorrow” as we build, develop and retain creative entrepreneurial talent within our high energy culture. We recognize these dynamic people as the ambassadors of the future for our brands.

The fashion industry thrives on creative talent. This can only be accomplished by mentoring creative thought and leveraging innovation. Passion leads to success.



La Senza's commitment to *La Fondation de la mode de Montréal's* objectives is a testament to Montréal's fashion excellence.

Please join me in applauding *La Fondation* for its commitment to our city's ongoing legacy as a leading fashion powerhouse. Our combined support will ensure its success.

A handwritten signature in black ink that reads 'Laurence Lewin'.

Laurence Lewin