



Louis Garneau
President and Founder
Louis Garneau Sports

Garneau is proud to support the *Fondation de la Mode de Montréal*

Fashion is just as present in sportswear as it is in the clothes we wear in our other everyday activities. Louis Garneau Sports can attest to that fact, having served the cycling, triathlon, cross-country skiing, running and other sports clientele for over 27 years.

In sportswear like in any field, the up-and-coming generation is vital. Sportswear is more performing, more technical than ever, and the future workers in this field will have to be specialized in order to meet the expectations of an industry using state-of-the-art technologies.

One factor that helped Louis Garneau Sports enjoy such success is without a doubt the capacity to innovate, to reinvent itself. It is essential that the next generation be encouraged to excel, even be driven to innovate. The ability to stand out, to offer original quality products will always be an asset, no matter what the field of activity; it goes without saying that this is even truer in the fashion industry, in all its specialized fields.

Throughout the years, Louis Garneau Sports was developed thanks to a vision, but what vision can become a reality without a competent team? The human resources of a company are its wealth and I was able to appreciate, during these 27 years, the worthy contribution of *Louis Garneau Sports'* personnel, in either the creative or the production departments.

I know that Quebec is a tremendous breeding ground for talent that only needs the occasion to reveal itself. I am convinced that the *Fondation de la mode de Montréal*, through its support, will be in the position to cultivate that still undiscovered talent to make them, one day, brand names recognized all over the world, testament of the Quebec quality, originality and know-how.

This is why, in a period when the next generation of workers is not as numerous as it has once been, I am very proud, along with the entire *Louis Garneau Sports* team, to be associated to the *Fondation de la mode de Montréal* in order to encourage fresh talent in this field that I love and which has seen me and my company grow.