

Guest of Honor of the Fondation de la mode de Montréal



Jean-Claude Poitras

**I have an inheritance to leave,
A tale to tell.
A body of work to continue as well.**

Fashion has always held, for me, a never-ending fascination. As a child, I couldn't take my eyes off grandma sewing and knitting. What a revelation of the nobility inherent in everyday tasks! Since I began studying design in 1967, fashion – so much more than a mere job – has been the thread holding my life together. It has been, and still is, my very existence. Ever since my first creations in 1972, my conscious mission has been to spread beauty through adorning first women, then men and after that houses. Why? Because I feel the world needs beauty. I have always cherished the grand tradition of fashion, and hoped to participate in its evolution through contributing my signature with passion and determination.

Thanks to the exceptional individuals who believed in my vision and talent, I've had the opportunity to show my collections abroad. Were it not for the untiring support of these loyal people who chose to wear Poitras, my story would be considerably shorter. I owe to them the fact that I'm still here, inhabited by the same sacred fire that will forge, in the coming months, extraordinary, audacious, innovative and inspiring projects.

For a while now, people have been telling me touching stories that have made me realize I have had an impact on their lives. When a woman confides in me that I was part of the best day of her life because she was married in Poitras, or another admits she won her lover's heart in one of my dresses, I must confess that gives me the courage to carry on, with you, my unfinished work.

I find myself increasingly preoccupied with the idea of being a guide to the next generation. That's why for several years I've been involved with organizations that support them. After all, in our profession it's more important to persist than to arrive.

This homage by the Foundation is particularly touching to me, especially since it comes at a pivotal moment in my career – as I'm preparing to go in a new direction that is far, far from banal. In my heart of hearts I feel that the most beautiful, the best and the purest is yet to come.

To attain what one has never had, perhaps one must dare to do what one has never done.

Qui m'aime me suive...