

STORES

SIMONS

1840 - John Simons moves to Quebec City to open his first dry goods store near St. John's Gate. In his tiny shop, he sells imported products. Already at that time, John Simons was regularly travelling across the Atlantic to replenish his shop. He is said to have made at least 72 round trips between Canada and Europe by boat. Travel as a means of innovation thus becomes anchored in the company's values very early on. People are soon hooked on the new items arriving regularly, and John Simons, with his keen business sense, quickly realizes that customer satisfaction is his best measure of success. He develops the famous policy "satisfaction or your money back," laying the foundation for La Maison Simons' business philosophy based on customer loyalty. <https://www.simons.ca/en>

ARCHAMBAULT

Archambault, a cultural turning point in Quebec Archambault, a real-world of culture, offers a broad spectrum of entertainment products for the whole family. With 15 stores and nearly 1,000 employees, Archambault, a Quebecor Media company, is the most extensive record store, the bookstore with the highest growth and most comprehensive selection of books, and the leading musical instrument and score retailer Québec. The company also carries a wide choice of DVDs, newspapers, magazines, office supplies, toys, video games, and gift items. Digitally speaking, Archambault can be found at www.archambault.ca, the largest Francophone virtual store in North America and the music download leader in Québec; www.jelis.ca, the continent's first Francophone digital bookstore; and www.coteblogue.ca, a cultural forum. Its mission is to spread culture throughout the province. Over time, Archambault has developed unique relationships with its customers, receiving the ADISQ Record Store of the Year Award 15 times. That is also occupying an enviable place among Québec's most admired companies (Revue Commerce 2010 Survey). Dedicated to Québécois since 1896, Archambault was the brainchild of Edmond Archambault. He wanted to open a sheet music shop in 1896 at the corner of Montreal streets Saint-Hubert and Sainte-Catherine. In 1930, Edmond moved to the corner of streets Berri and Ste-Catherine, where he built a seven-story building that he dubbed "La Maison de l'avenir" (The House of the Future). He was right: Today, this building is still Groupe Archambault's headquarters. In 1947, he handed over the reins of the business to his nephew, Rosaire. Rosaire, Jr. replaced his father as head of the company in 1988, embarking on an aggressive growth strategy that turns Archambault into a superstore with an impressive selection of cultural products. In 1995, Archambault became a Quebecor Media company and is now a division of Groupe Archambault Inc. <https://www.archambault.ca/>

BIRKS CANADA (MAYORS US)

Birks' great love affair began in 1879 when Henry Birks heralded in a new era of uncompromising quality, courteous service, and jewelry fit for a queen. With an investment of CAD 3000, Birks opened his small jewelry shop in 1879 on St. James Street in the heart of Montreal's financial and commercial district. In 1893, Birks went into partnership with his three sons (William, John, and Gerald), and the name of the firm became Henry Birks and Sons. As Montreal's commercial center's focus moved northward towards Saint



Catherine Street, the Birks store moved to new premises on Phillips Square in 1894. The company still maintains a store and corporate offices. In 1901, Birks oversaw the company's expansion across the country, with stores opening in Canada's largest cities. Earning more international design awards than any other Canadian jeweller, Birks has become one of the largest and most prestigious jewellers in North America. Synonymous with luxury, Birks reflects its proud roots of exceptional quality while maintaining its focus on design leadership. As the Official Supplier of jewelry for the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games, Birks is now a symbol of excellence worldwide. <https://www.maisonbirks.com/>

KANUK

More than thirty-five years ago (1974), a few outdoor enthusiasts created Kanuk, a small Quebec company. At that time, the only way to get outdoor equipment suitable for our climate was to make it yourself. That's when we designed our first Kanuk anorak with zippers under the arms for ventilation and our first parka made of hand-made insulated fibres to fight humidity. In addition to using new materials, Kanuk developed a unique technique to increase its coats' insulation. To shut the cold out entirely, no stitching is allowed to penetrate the thickness of the coat. This technique, the cornerstone of Kanuk's production, has been refined over the years and is still the secret of our coat's warmth. Made for adventurers and winter campers, people in Quebec now wear their Kanuk everywhere. Kanuk coats are so comfortable that those in the know wear them for all sorts of activities: skiing, hiking, walking or even heading to the office! People in Quebec who face winter daily are now looking for comfort. Ten years ago, only the eccentrics would wear heavy parkas. Now oversized, warm, comfortable coats are trendy. Today, Kanuk offers more than 35 models of warm winter jackets in eight sizes and more than 30 colours. https://www.kanuk.com/en_ca/

CHLOROPHYLLE

1980 - In Chicoutimi, a little town based in Northern Quebec, passionate adventurers dreamed of offering high-performance clothing and equipment to pursue outdoor activities. The collection was destined to become the gear of choice for both beginners and experts. Back from a three-year trip throughout the Americas, with only \$3 000 in their pockets, Gilles Couet and Laval Tremblay spoke with Pierre Beaudouin to design and produce the original clothing CHLOROPHYLLE HI-TECH.

- 1987-1989 - Chlorophylle became a finalist in the North American Innovation Technology Contest with the sleeping bag « Dream Machine. » the First expo in the U.S.A. with a collection of 85 products, sponsor of the Canada-Soviet "Polar Bridge" expedition, one of the most challenging journeys in the 20th century, involved crossing by ski from Russia to Canada.
- 1990-1993 - Consolidation in the Canadian market and with recognition from the Japanese market, Chlorophylle, with its collection of 130 products, continued to invest 3% in research and development and 2% in training. The production floor was increased to 20 000 square feet—sponsors for the Siberia dog sled crossing, an expedition that lasted over 18 months.
- 2000-2001 Global restructuring of the suppliers to build and distribute a collection with 170 products and more than 90 retailers selling « Chlorophylle » in Japan.
- 2003 Louis Garneau acquires Chlorophylle & continues the international expansion of the organization.
- 2007 Opening of many different Chlorophylle stores in Drummondville, Amos, Ottawa and two new stores dedicated to Matane and Rouyn-Noranda. Chlorophylle products are sold for the first time in China. <https://www.chlorophylle.com/>

LOUIS GARNEAU



For over 25 years, Louis Garneau has been an innovator in the world of cycling. What started in his father's garage has grown into an internationally recognized industry leader specializing in technological and innovative gear design and development. We take great pride in our extensive product line that addresses the needs of all types of cyclists and athletes. We strive to produce products that exceed expectations and set benchmarks for technology and performance in the industry. We transform intuitive ideas into intelligent products. We capture an audience of millions of cyclists worldwide through our products, and not only have we built a company from their needs, but we also offer a cycling solution that includes a one-stop-shop for all your cycling needs. <https://garneau.com/ca/en/>

FRUITS & PASSION

Fruits & Passion began as an idea dreamed up by Jean Hurteau. He dreamt of creating original, innovative and top-quality body care products infused with fruity fragrances. Along with his wife, France Ménard and brother Guy, he moved into a postage-stamp-sized 140 m² office, where they created their first line with the now-famous name of Fruits & Passion. It was an instant hit! During its first year, the small business grew to support nine employees and an ever-lengthening roster of customers. We are proud of our humble beginnings and the tremendous amount of work it took to get started. We are the fruit of a dream and Passion—the source of our unforgettable name, Fruits & Passion! During the three years that followed Fruits & Passion's launch, the small family business worked non-stop. The three partners had tremendous faith in their products, brimming with originality, authenticity, and distinction. The partners dreamed big and threw themselves entirely into their work. They searched tirelessly for new opportunities and jumped at the chance to present their products at countless trade and gift shows throughout Canada and the United States. Package design was of utmost importance and was always colourful and thoroughly modern. The result?

The orders came pouring in! Demand for the brand began to take off, and the small production line was soon overwhelmed. Fruits & Passion even received an invitation from the Japanese External Trade Organization to participate in a major exhibition in the Land of the Rising Sun. The partners rose to the challenge and ended up taking home an award for the most popular product—the first in a long line of achievements, much to the joy of everyone involved. <https://www.fruits-passion.com/en-ca/>

HOLT RENFREW

From the furs of our forefathers to the designer handbags of today's minted misses, Holts has been stepping it up for 170 years when it comes to meeting the evolving needs of Canada's distinguished clientele. As the luxury-goods giant nears its terquasquicentennial, we take a glance at its illustrious history. In 1837, the first link in the chain's history; W.S. Henderson & Co., a hat shop in Québec City. In 1849, they opened a new store in Quebec City with furs added to its inventory. In 1886, G.R. Renfrew & Co. was appointed as furrier to the Queen. In 1889, with the business on solid footing, a location was opened in Toronto. Circa 1900, the business name changes to Holt, Renfrew, and Co. Now they have ten stores across Canada, and they bought in 2011 the Ogilvy Store. <https://www.holtrenfrew.com/>

QUARTIER PETIT CHAMPLAIN

Romantic European atmosphere, one-of-a-kind boutiques & bistros, a great shopping experience. The Petit Champlain Quarter is renowned as one of the most beautiful sites of Old Quebec. Set at the cliff foot below Fairmont Chateau Frontenac, this neighbourhood must be a must when visiting Quebec with its authentic atmosphere. Incredibly magical in the winter, with their legendary décor made of literally thousands of lights, the narrow streets of the Petit Champlain Quarter, lined with quaint little shops and warm bistros, offer an incomparably romantic experience all year round. But to get the whole experience of the place, you must go to a few shops. That is where you'll get in touch with the Passion of the people that make Petit



Champlain tick. Whether you are greeted by the owner or by an employee – the welcome and the advice will always be genuine and sincere. Working together as a co-op for over twenty years, the artisans and merchants collectively own 27 buildings in the area and consider being the proud keepers of this beautiful heritage. In their boutiques and art galleries, you'll discover their precious finds from here and all over the world. <https://www.quartierpetitchamplain.com/en/>