

ORDER FORM

BY MAIL:

Fondation de la mode de Montréal

1400 Fort Street, Suite 9000
Montréal (Québec) H3H 2T1

BY FAX: 514 939-2891

GUEST OF HONOR



LOUIS GARNEAU
Founding President
Louis Garneau Sports

Louis Garneau was both pleased and honoured to accept to be the Guest of Honour of the 22nd fund raising gala evening of the *Fondation de la mode de Montréal*.

In 1983, the founding President of Louis Garneau Sports started to manufacture his first cycling clothes in his father's garage, supported in that project by his wife, Monique Arsenault. His 13 years of experience in bike racing around the world and his bachelor's degree from Laval University's Fine Arts faculty having provided him with first-hand, in-depth knowledge about cyclists' specific clothing needs, the budding company could thus develop a range of original, comfortable clothing, competitively priced. After participating in the 1984 Olympic Games in Los Angeles, Louis Garneau decides to leave active competition and sets his sights on the business world. From that moment on, the adventure truly begins and the company takes off.

Today, the Louis Garneau Sports Inc. group consists of over 450 employees and sales are increasing continuously. Louis Garneau Sports has become a force to reckon with worldwide thanks to its numerous sponsorships all over the world and the sales of its products in over 40 countries. The company is constantly growing and is more than ever focusing on development and innovation. Louis Garneau Sports Inc. is flourishing, giving athletes around the world the opportunity to stand out by sporting the Louis Garneau brand.

Twenty-seven years after founding his company, Louis Garneau is still firmly in the saddle and enjoys great success year after year. From his very beginnings, Louis Garneau has been driven by passion, a passion that remains intact today. His motto, "Condemned to Innovate" drives him further in every aspects of his life. As he says: "You need to find your own niche and be different. From the very start, we have focused on innovating. We were the first to manufacture cycling clothes in Canada, the first to use the sublimation printing process, the first to go beyond and further. When you are young and passionate, everything is possible." Now, Louis Garneau hopes to inspire today's youth to forge their own future. "Come on! Get started! Find a garage, an idea to move on and be bold!", he declares, with great conviction.

Louis Garneau is proud to be associated with the *Fondation de la mode de Montréal*, an organization which works hard to bring the stars of tomorrow to the forefront by encouraging them to never let go of their dream.

Because in business, Louis Garneau has learned that the key to success is to never give up.

FONDATION DE LA MODE DE MONTRÉAL



"To help tomorrow's stars take their place"
Parc olympique de Montréal / Monday, May 9, 2011

PRESIDENT



PIERRE BOVET
President
Fondation de la mode de Montréal

It is with great enthusiasm and pride that we invite you, your partners, colleagues and friends, to the 22nd edition of our evening benefit gala, "To help tomorrow's stars take their place", to be held at Montreal's Olympic Stadium, Monday, May 9, 2011.

Come experience this unique and exciting fashion event, which comprises:

– The traditional ceremony, awarding more than \$100,000 in higher-learning bursaries to the best students in Québec in the field of fashion design and fashion marketing.

– A special tribute to our guest of honour, Louis Garneau. Mr. Garneau is the ideal example of someone who both motivates people in the world of fashion and embodies our hopes of success — inspiring the new generation beginning their own careers. Louis Garneau is the founder-president of *Louis Garneau Sports*, whose head office is in Saint-Augustin-de-Desmaures, Québec. Come pay tribute to this entrepreneur and world leader in the field of high-tech sports clothing for cycling, triathlon, and other demanding activities. At the heart of this seasoned businessman lies a man of great generosity who supports, among others, the charity *les petits frères des Pauvres*.

– Presentation of the collection of a promising emerging creator, who previously received a scholarship from the *Fondation de la mode de Montréal*.

– A spectacular fashion show created by the graduates of LaSalle College's International Fashion School.

– A number of door prizes including a trip to Morocco.

You may purchase your tickets by contacting the *Fondation de la mode de Montréal*, at 514 939-4403.

I look forward to seeing you among our guests on Monday, May 9, 2011.

HONORARY PATRONS

| | |
|------------------------|-----------------------------------|
| Galal Behna | BCGO, Chartered Accountants |
| Daniel Boisvert | Magazine Québec Entreprise |
| Hubert Bolduc | Cascades |
| Michael Brownstein | Chaussures Browns |
| Michèle Coulombe | Magazine Clin d'œil |
| Alain Creton | Restaurant Alexandre |
| Jean-François Daviau | Groupe Sensation Mode |
| Marc Desmarais | Architecte d'événements |
| Diane Duhamel | Ville de Montréal |
| Amina Gerba | Afrique Expansion Mag |
| David Gurberg | Groupe de mode Utex |
| André Judes | Forum Pepsi |
| Réal Lafrance | Boutique Marie-Claire |
| Walter Lamothe | Mexx Canada |
| François Lapiere | Claudiel Lingerie |
| Jean Laramée | Ivanhoe Cambridge |
| Jean-François L'Écuyer | Groupe D.U.C.K. Communications |
| Elliot Lifson | Fédération canadienne du vêtement |
| Frank Lyman | Frank Lyman Design |
| Claude Marchand | LaSalle International |
| Denis Martel | Gestion de patrimoine Assante |
| Anna Martini | Groupe Dynamite |
| Roger Michaud | Centre financier Desjardins |
| Jean-François Munn | Loranger Marcoux |
| Ba Khoa Nguyen | Mdex |
| Rosina Parasuco | Parasuco Jeans |
| Bernard Paré | La Maison Ogilvy |
| Manon Parisien | Cadillac Fairview |
| Mario Petit | Club Tissus |
| Stephen F. Reitman | Reitmans |
| Joseph Ribkoff | Créations Joseph Ribkoff |
| François Roberge | La Vie en Rose |
| Jean Robillard | Raymond Chabot Grant Thornton |
| Franco Rocchi | Le Château |
| George Saad | La Voix d'Égypte |
| Alvin Segal | Peerless Clothing |
| Kamal Soubaa | Royal Air Maroc |
| Pierrette K.Y. Wong | Ital Wong Fashion |

DIRECTORS

| | |
|-----------------------------|--|
| Dana Ades-Landy | Banque Laurentienne du Canada |
| Michèle Boulanger-Bussièrre | Ambassadrice de la mode |
| Pierre Bovet | Le Groupe Bovet |
| Marie Caron | Galerie Place Ville Marie |
| Guy Charron | FPI Homburg Canada |
| Marianne Cobb | Hanesbrands (Canadelle) |
| Lara Daniel | Lapointe Rosenstein – Avocats |
| Brahm A. Elkin | Gestion Elkin |
| Marie-Claude Frigon | RSM Richter Chamberland |
| Luc Giroux | Fraser Milner Casgrain – Avocats |
| Ève Grenier | C.J. Grenier |
| Cintia C. Hudon | C Marketing et Relations publiques |
| Nicole Kremer | RBC Dominion valeurs mobilières |
| Jacques Marchand | Collège LaSalle |
| André Poulin | Destination Centre-ville Montréal |
| Jean Rivard | Conseil des ressources humaines de l'industrie du vêtement |

GUESTS OF HONOR

| | | |
|-----------------------------|--|------|
| Louis Garneau | Founder-president, Louis Garneau Sports | 2011 |
| Pierre Karl Péladeau | President and CEO, Quebecor | 2010 |
| Stephen Rosenhek | General Manager, RSM Richter Chamberland | 2009 |
| David Gurberg | President, Utex Fashion Group | 2008 |
| Laurence Lewin | President and co-founder, La Senza | 2007 |
| Andrew Lutfy | CEO, Groupe Dynamite | 2006 |
| Herschel Segal | CEO, Le Château | 2005 |
| Gérald Tremblay | Mayor of Montréal | 2004 |
| Guy Laliberté | President, Cirque du Soleil | 2003 |
| Salvatore Parasuco | President, Parasuco Jeans | 2002 |
| Claude Sénéchal | Executive General Manager, Sears Canada | 2001 |
| Lise Watier | President, Lise Watier Cosmétiques | 2000 |
| Paul Delage Roberge | President, Les Ailes de la Mode | 1999 |
| Morton Brownstein | President, Browns Shoes | 1998 |
| Joel Rath | President, Holt Renfrew Canada | 1997 |
| N.R. (Bob) Peter | President, Hudson Bay Co. | 1996 |
| Alvin Segal | President, Peerless Clothing | 1995 |
| John Craig Eaton | President, Eaton Canada | 1994 |
| Michel Robichaud | Designer | 1993 |
| Jean-Charles de Castelbajac | Designer | 1992 |
| Paco Rabanne | Designer | 1991 |

EVENING SCHEDULE

| | |
|------------------|--|
| 6:00 p.m. | • Reception and aperitif. |
| 7:00 p.m. | • Light meal and wine. |
| 7:30 p.m. | • Presentation of higher learning scholarships. |
| | • Presentation of the collection of an emerging creator. |
| | • Tribute to our guest of honor: Mr. Louis Garneau , Founder-president of <i>Louis Garneau Sports</i> . |
| | • Fashion Show: a realization of the graduates of LaSalle College's International Fashion School. |
| | • Door prizes. |
| 9:30 p.m. | • Dessert and coffee. |

• **Admission: \$195** (all included)
• **Tenue de ville**
• **Information: 514 939-4403**



الخطوط الملكية المغربية
royal air maroc



Office National Marocain du Tourisme



MAROC

terratours

invite you to attend the 22nd benefit evening of the *Fondation de la mode de Montréal* where you will have a chance to win (*) a one-week stay in Morocco for 2 people, including accommodations and airline tickets.

Many door prizes to win. (*) Holders of winning tickets must be present at the 22nd benefit evening.

NAME _____
FIRST NAME _____
COMPANY _____
ADDRESS _____
CITY _____
PROVINCE _____ POSTAL CODE _____
TELEPHONE _____
FAX _____
E-MAIL _____

Enclosed a cheque to the order of **Fondation de la mode de Montréal Inc.**

in the amount of : \$ _____
for _____ tickets at \$195 each (*).

Fondation will take care of tickets delivery for free.
(* Income tax receipts upon request.

