

PRESS RELEASE

DRESS, FASHION AND TEXTILES

ENCYCLO FASHION

QUEBEC

Who's Who in the History of Quebec Fashion
An Initiative of the McCord Museum



From Pajar to Frank And Oak, Jean-Claude Poitras and Michel Robichaud

The McCord Museum launches *EncycloFashionQC*, the first online encyclopedia devoted exclusively to Quebec fashion

Montreal, September 10, 2019 - The McCord Museum, Montreal's social history museum, unveils *EncycloFashionQC*, a new online encyclopedia dedicated to the history of fashion in Quebec from the 19th century to today. A unique reference tool, *EncycloFashionQC* offers content that is both little known and hard to find. Its entries document over 500 designers, manufacturers, retailers, organizations and events, a virtual who's who in Quebec fashion. It sheds light on lesser known names along with the fixtures of Quebec's fashion milieu based on research carried out by the Museum.

Contributing to the vibrancy of fashion in Montreal, Quebec and abroad

"The McCord Museum is pleased to contribute to the vibrancy and prominence of Montreal and Quebec's fashion milieu. Fashion and its history have long occupied an important place at the McCord Museum. With its 20,000 artefacts, our Dress, Fashion and Textiles collection is the largest museum collection of Canadian apparel. This, along with our fashion-themed exhibitions and cultural activities, attests to the importance we place on the industry and those involved in it. *EncycloFashionQC* is part of our open approach of offering free universal access to unique content on aspects of Montreal and Quebec history," said Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

The project began with *Dicomode*

In 2015, the McCord Museum obtained the rights to use the content of *Dicomode*, a dictionary developed by anthropologist Gérard Baril and published by Éditions Fides, that documented who's who in the field of fashion in Quebec from 1900 to today. An essential reference tool for all those interested in Quebec fashion, this unilingual reference work has been out of print since 2010, and is now hard to find.

With the launch of *EncycloFashionQC*, available in French and English, the McCord Museum wishes to keep the *Dicomode* content accessible by creating a dynamic navigation site that assembles unique and constantly updated content. Of the approximately 500 entries published online in French and English, there are more than 150 new entries and 200 updated entries.

An advisory committee led by Cynthia Cooper, Head, Collections and Research, Curator, Dress, Fashion and Textiles at the McCord Museum, ensures the relevance of this new reference tool.

SAJO, proud partner of *EncycloFashionQC*

The McCord Museum is able to carry out the *EncycloFashionQC* project thanks to the generous support of SAJO, a Montreal company specializing in the design and layout of interiors and fashion boutiques. The firm is known around the world for its work with major local and haute couture brands.

“SAJO is pleased to support the McCord Museum’s initiative to promote the Quebec fashion industry through its innovative *EncycloFashionQC* website. Over the years, SAJO has come to consider fashion design an integral part of its vision and projects. Fashion, in all its stylistic expressions, exerts a major cultural influence on the design of spaces that leave an indelible mark on the human imagination,” said Salvatore Guerrero, President and Chief Executive Officer of SAJO.

Fashion at the McCord Museum

The McCord Museum holds the largest collection of Canadian fashion. Its Dress, Fashion and Textiles collection, comprises over 20,000 garments and accessories made or worn in Canada over the past three centuries. The collection’s many high-fashion pieces from the mid-20th century by Montreal, Canadian and international designers and couturiers bear witness to the development of Canada’s fashion industry and retail clothing sector. The Museum has earned recognition for its important contribution to the field of fashion in Montreal. On three occasions, the McCord Museum has won the prestigious Richard Martin Exhibition Award of the Costume Society of America, which honours outstanding costume exhibitions, both in presentation and interpretation.

About the McCord Museum

The McCord Museum is the museum of all Montrealers, a social history museum that celebrates life in Montreal, both past and present—its history, its people, and its communities. Open to the city and the world, the Museum presents exciting exhibitions, educational programming and cultural activities that offer a contemporary perspective on history, engaging visitors from Montreal, Canada and beyond. It is home to over 1.5 million artefacts, comprising one of the largest historical collections in North America, organized into the following departments: Dress, Fashion and Textiles; Photography; Indigenous Cultures; Paintings, Prints and Drawings; Material Culture and Textual Archives. McCord Museum: Our People, Our Stories.

About SAJO

Recognized nationally and internationally as a leader in project management and retail construction, SAJO serves the North American, European and international markets. From its head office in Montreal and its branch in London, United Kingdom, SAJO designs and builds spatial environments and provides turnkey solutions using the latest technologies and methods to offer its clients a unique and value-added service. Over the years, SAJO has assumed its social responsibility by supporting and sponsoring numerous causes and charitable organizations, particularly in the health and medical research sector in Quebec. SAJO is committed to pursuing innovation in its field in order to continue designing and building spaces that beautify the physical surroundings, respect the environment and enhance the human experience.

– 30 –

Possibility of interviews with Cynthia Cooper, Head, Collections and Research, Curator, Dress, Fashion and Textiles; Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum; and Salvatore Guerrero, President and Chief Executive Officer of SAJO.

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Source and information

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The McCord Museum is grateful for the support of the Ministère de la Culture et des Communications du Québec, the Conseil des arts de Montréal and its partner SAJO.

