

SHAN

SHAN REVEALS ITS FIRST INTERNATIONAL READY-TO-WEAR COLLECTION

Montreal, November 5, 2019 – **SHAN**, an internationally renowned Quebec-based brand, introduces a complete ready-to-wear line, adding to its portfolio of high-end resort wear collections. In this first collection, **SHAN** incorporates a Japanese flair that pairs glamour, versatility and environmental sustainability. The couture spirit reflected in the collection casts a perfect alignment with the brand's core values of quality, central to their 35 years of success.

"A ready-to-wear collection came as a natural progression to us," explains Chantal Levesque, founder, designer & CEO, **SHAN**. "We wanted to continue pushing boundaries of our resort wear collection to offer our customers year-long options that suit their lifestyle, from vacation to everyday activities. This ready-to-wear edition offers timeless, versatile, comfortable & high-quality pieces. This collection is designed with the intention to make women feel elegant and chic whether at a special event or walking barefoot in the sand.



LOCAL PRODUCT, GLOBAL REACH

With over 700 points of sales over 32 countries, **SHAN** closes the gap bringing Canadian fashion into the spotlight all around the world. With a keen focus on quality and innovation, **SHAN**'s products are 100% made in Canada; manufactured by professional local seamstresses, sourcing fabrics from the most renowned Italian suppliers.

"This first ready-to-wear collection from **SHAN** is in line with our global development strategy. Our team's creativity, expertise and vision brought this new line to life as the perfect addition to our product offering. This new launch instigates a tremendous opportunity to grow our international market shares, while utilizing our established distribution network.'" mentions Jean-François Sigouin, Vice-President Sales and Marketing, **SHAN**.

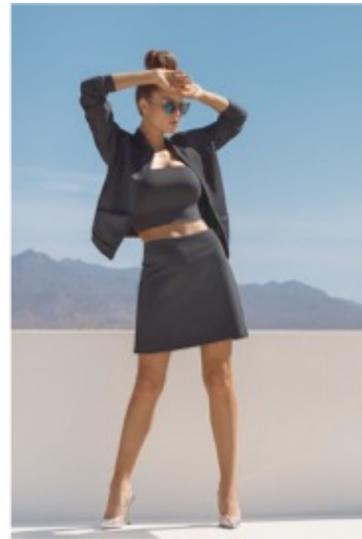
JAPANESE FLAIR & MODERN SILHOUETTES

Inspiration is everywhere, for Chantal Levesque the defining creative edge came from a recent trip to Japan. In the 2020 ready-to-wear collection, **SHAN** wanted to capture the Nipponese harmony & modernism through balanced styling – both fluid and structured. Each statement piece can be easily mix & match offering an assortment to flatter every silhouette. Central to this collection, the exclusive signature leopard print, flirts within a refined universe while intertwining with high performance, technical and eco-friendly fabrics.

ABOUT SHAN

Founded in 1985, **SHAN** is internationally recognized for its high-end resort wear with its refined style, flawless designs and exclusive prints. **SHAN** manufactures and exports its collections in over 32 countries, including France, United States, United Kingdom, Russia and Australia. In addition to its eight flagship stores, its collections are also available in over 700 high-end retail point of sales such as Printemps in Paris, Harrods in London, and Saks Fifth Avenue in New York. **SHAN** is a Canadian company whose headquarters, workshop and distribution centre are located near Montreal, in Laval (Quebec). **SHAN**, as built its reputation from its superior quality & continues to be a Quebec based company to be proud of.

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