

Shan is voted “Designer of the Year” in Paris.

The International Lingerie and Swimwear Industry is highlighting SHAN's excellence

Laval, June 1st, 2011 – For SHAN, summer kicked off with the brand's selection as Designer of the Year 2011 by the jury from the International Mode City Show, which takes place in Paris. SHAN and Chantal Levesque's culture revolving around talent, performance and creative passion will be paid tribute next month.

Grouping the leading lingerie and swimwear brands, Mode City is the industry's worldwide meeting place. That being said, SHAN is very honoured to officially accept this prestigious reward on July 9, 2011 in Paris.

"For over 25 years, we have been working within the world of swimwear. Focusing on the garment's unique brand, creative and innovative design, and meticulous expertise, we are greatly flattered that SHAN's values are being recognised. A big thank you to Mode City for this title of Designer of the Year," says Chantal Levesque, Founder and Designer.

"This year, Mode City wanted to mark grace and elegance within the world of swimwear. And who is better than SHAN to represent these values? The choice was obvious to us because of their textile quality, perfect styles, elegant designs as well as their unique know-how making the brand one of the most symbolic on the market. We are proud to give SHAN the Designer of the Year 2011 award of *Paris Capitale de la Création* this July," states Séverine Marchesi, Commissioner-General of Mode City Paris.



SHAN: Unparalleled expertise

SHAN is known for being one of the industry's largest international luxurious brands in bathing and swimwear for women and men. After 25 years, SHAN's sales can be broken down into four market segments: women's wear representing 50%, resort wear 30%, men's wear is 10%, and finally, accessories with 10%.



Over the years, the brand has distinguished itself through its perfect garments through carefully designed styles, exclusive bold prints and unparalleled expertise. As in its inception in 1986, SHAN creates and produces all the styles from its collections in Quebec near its head office in Laval. Operations are 100% integrated which gives the brand great flexibility allowing it to quickly adapt its offering according to the client's needs. Today, SHAN counts more than 400 retail outlets in 25 countries, including France, Russia and Spain. SHAN is the sole owner of 5 boutiques (Laval, Montreal, Toronto, St-Sauveur and

Miami) and found in boutiques such as Harrods, Saks and Printemps. Thus, export represents approximately 70% of their sales. In order to better serve its international customers, SHAN relies on two commercial teams, one in Laval (America) and the other in Paris (Europe), and employs to date approximately 125 employees.

About Mode City

Mode City is the leading international meeting place for professionals within the bathing, lingerie and well-being industry. Over 3 days, the Mode City Show gathers almost 600 brands (74% international) and more than 25,000 visitors from around the world (70% of whom are international).

The show is centered on 4 big exhibits:

- The Essentials & Cocooning: the not-to-be-missed corsetry and loungewear
- Just Fashion: the world of fashion and sportswear brands
- Designers Label: luxurious lingerie and swimwear brands
- Limited Edition: a space dedicated to young lingerie and swimwear designers.

The Mode City Show will take place on July 9, 10 and 11, 2011 in Paris, France.

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To request visuals or for more information, please contact Viviane Roy Communications.

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