











Apparel industry

The Metro Vancouver region has a thriving apparel industry that combines the practicality of outdoor recreation and the flair of urban style with influences from a rich tapestry of diverse cultures. Iconic brands like Arc'teryx and Lululemon Athletica have garnered global acclaim with designs that embody the active lifestyle of the West Coast. Vancouver Fashion Week further highlights this vibrant industry and draws designers from around the globe.

Signature companies by category from the region's 200+ apparel firms:

Activewear 	Fashion 	Green Apparel 	Footwear 	Specialty & Custom 
Lululemon Athletica Arc'teryx Equipment MEC Reigning Champ Mustang Survival	Aritzia Oak and Fort Kit and Ace Kensie Gentle Fawn	tentree International Debrand Services Frankie Collective Inner Fire Apparel Paper Label	Vessi Footwear Fluevog Shoes Native Shoes Wohlford & Co	Indochino EdwardsX Unisync Group SureWerx One Team
Services 	Accessories 	Children 	Underwear 	Eyewear 
Stitch MES Delta Textiles Exporters Stitches Creation Solesavy Shop This City	Herschel Supply Company Tristar Headwear Watson Gloves Pudus Lifestyle Co.	Blara Organic House Jan & Jul Active Baby Beba Bean Designs	Saxx Underwear Aisle NK IMODE Revol Cares	Clearly KITS Eyecare Ollie Quinn Shady Lady Eyewear

In Canada, the region is...

#1 textiles companies per capita

#2 in total number of textiles companies

#3 in textiles employment

SOURCE: FDI INTELLIGENCE FROM THE FINANCIAL TIMES

The birthplace of athleisure

The strong demand for functional outdoor clothing in Metro Vancouver is fueled by the region's enthusiasm for active living and its vast parks, beaches, and mountains. The region's apparel industry is centered around activewear, with over 45 firms operating in this market. Lululemon pioneered the athleisure trend, blending activewear with fashion, driving demand for hybrid wardrobes that mix comfort with tailored clothing.¹ The region's activewear brands are well-positioned to thrive in this environment, with the global activewear market projected to exceed \$600 billion annually by 2032.²

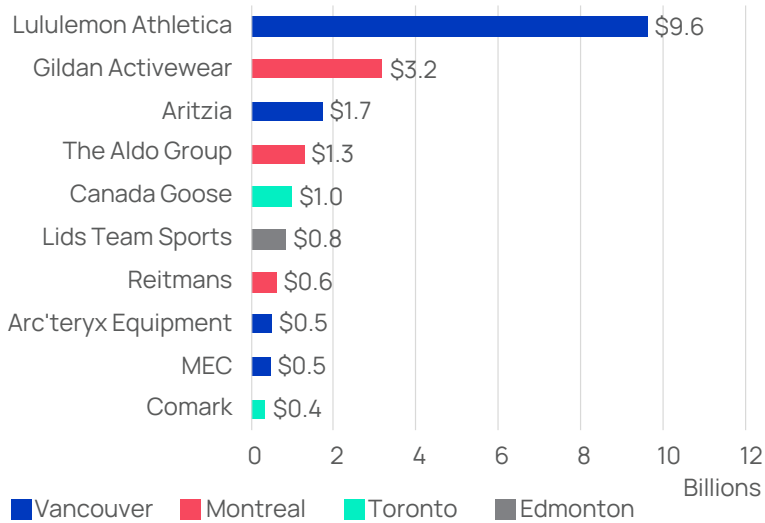
Green Apparel Hub

The Metro Vancouver region is a global leader in sustainability initiatives, and apparel firms are adopting innovative practices in circularity. tentree uses recycled and sustainable materials and also plants ten trees for every item sold. Debrand, a reverse logistics company, reduces landfill contributions by repurposing nearly 1,000 tonnes of apparel waste globally each year. These innovators support Metro Vancouver's ambitious goal of reaching an 80% recycling rate in the region.

1 Kristen Classi-Zummo, "Wardrobe Blending Between Luxury and Activewear is on the rise" Forbes, July 31, 2023

2 "Activewear Market Size", Global Market Insights Inc., November 2023; "Athleisure Market Size", The Brainy Insights, December 2023

The region is home to 4 of Canada's largest apparel companies by total revenue.



SOURCE: PITCHBOOK

Lululemon Athletica, which opened its first retail space in a local yoga studio in 1998, has grown to a global yoga and fitness lifestyle brand. Only Nike and Adidas have higher global activewear revenues.

Aritzia, founded in Vancouver in 1984, has grown into a prominent retailer of "everyday luxury" womenswear featuring its own in-house brands with stores across North America.

Arc'teryx, based in North Vancouver, is renowned for its high-performance outdoor apparel and equipment, inspired by the climbing culture of the Coast Mountains.

Mountain Equipment Company has been outfitting Vancouver and Canada with outdoor gear and clothing since 1971.

"We have one foot in nature and one foot in the city, and there is no better place to celebrate that lifestyle. I'm proud of being headquartered here."

Lyndon Cormack, Herschel Supply Co. Co-Founder³

The apparel industry benefits from a supporting ecosystem in the region.

Specialized skills training in fashion design, fashion marketing, and fashion styling is provided by educational institutions:

- Blanche Macdonald Centre
- Capilano University
- The Cut Fashion Design Academy
- JCI Institute
- Kwantlen Polytechnic University
- LaSalle College
- University of British Columbia
- Vancouver Community College
- Visual College of Art and Design (VCAD)

Vancouver Fashion Week (VFW):

2nd largest fashion week in North America

1st fastest growing fashion week in the world

50+ international designers and showcases local student talent

The **METRO Show** is a quarterly wholesale show for retail owners and buyers, bringing together representatives and agencies in apparel, footwear, and accessories across multiple venues.

The **BC Apparel & Gear Association** positions BC as a global leader in performance apparel and gear through initiatives that enhance talent development, promote sustainability, and encourage business growth.

³ Lyndi Barrett, "Q+A: Herschel co-founder on building a worldwide travel apparel brand", Daily Hive, December 22, 2021



Invest Vancouver provides tailored services to help you grow and expand into the region's market.

Interested in the Metro Vancouver region?
Contact us at info@investvancouver.ca

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