



Cannes debut signals global growth for Canada's Garage

The Groupe Dynamite team: Lucy Checksfield (left), senior director real estate USA; Anna Martini, president; Mark Girgis, vice-president of international; and Miguel Simoes, franchise manager international

CANADIAN teen girls fashion brand Garage made its MAPIC debut yesterday showcasing the brand ahead of a major expansion that will see it treble its international footprint outside of North America.

The brand — owned by Groupe Dynamite — currently operates 250 stores, 145 of which are Canada, 71 in the US and the rest in the Middle East. It plans to grow from 34 stores outside of North America to 120, with Europe and South America as major targets, with a mix of company owned and franchise stores depending on opportunity.

Casualwear brand Garage, which celebrates

its 40th anniversary this year, has a denim bias and is aimed at 16-year-old girls. Garage sits alongside fellow female fashion brand Dynamite, whose model customer is a 28-year-old woman, and which celebrated its 30th anniversary this year. Targeting an older customer, Dynamite has more of a work-wear bias.

Anna Martini, president of Groupe Dynamite, said: “The experience of MAPIC has been great and it’s a great place to showcase the brand and meet different people.”

Martini said Mexico would likely be the first new market for the brand, adding: “We are working on Mexico right now.”