

QUARTZ CO.

QUARTZ CO. TO LAUNCH THE EDITION COLLECTION

A new parka line inspired by street fashion and intersecting classic Canadian designs

Montreal, September 10, 2018 – Quartz Co. is launching the EDITION collection, a parka line presenting five styles all designed and made in Canada – Lutse, Maguire, Salome, Aris and Ajna – whose fluid shapes give way to a new interpretation of the classic parka. The colours – red, military green, navy, black, light grey and camo – pay tribute to the bright and assertive Canadian winter, while the varied cuts – some oversized, some fitted – are designed to adapt to a wardrobe inspired by street fashion.

"The EDITION collection is influenced by the new generation and their environment," says Jean-Philippe Robert, President of Quartz Co. "In an era where the boundaries between classic and street fashion intersect and allow people to play with their style, we have developed winter coats that permit freedom of expression and a latitude for everyone to showcase their unique personalities."

EDITION enhances Quartz Co.'s extreme weather Canadian made parka line, worn and adored in more than 20 countries. All Quartz Co. products contain technical and functional components to effectively protect against natural elements on a daily basis. The EDITION parkas are built using high-performance materials such as Japanese laminated nylon, renowned for its breathability and water resistance, and high-quality Canadian down, complemented by Quartz Co.'s design savoir-faire.

"The EDITION collection has enabled us to enter more niche stores such as Le Bon Marché in Paris and to pursue major growth in Japan and Norway," says Mr. Robert. The new winter coat line will be available to purchase as of September 15, 2018 in most of Quartz Co.'s retailers around the world including France, Korea, Japan and Norway.

ABOUT QUARTZ CO.

Founded in 1997, Quartz Co. is known in Canada and around the world for the quality of its winter parkas that are warm, light and perfectly designed for cold winter weather. The year 2015 marks an important turning point for the company, when it was sold to brothers, Jean-Philippe and François-Xavier Robert, who see Quartz Co. as a company with exceptional know-how and potential. All parkas are crafted near Montreal, Quebec, one of Canada's harshest urban climates. The brand is equally inspired by a city lifestyle and nature's beautiful, forceful elements. For nearly 20 years, Quartz Co. parkas have been worn in extreme weather conditions and in cities worldwide. The company is proud of its Canadian roots and strives to bring Canada's premium craftsmanship all over the globe. Quartz Co. products are available in more than 20 countries including Japan, Korea, Norway, France, Germany & Switzerland. For more information visit quartz-co.ca and [@quartzco](https://www.instagram.com/quartzco)

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MEDIA RELATIONS

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