

QUARTZ CO.

QUARTZ CO. TO LAUNCH ITS NEW WINTER 2019-20 COLLECTION

A parka line for the northern life.

Montreal, July 15, 2019 – Canadian outerwear brand Quartz Co. introduces nine new parkas to its Winter 2019-20 Edition and Classic collections.

Renowned for its high-performing cold-weather outerwear, Quartz Co. is a contemporary northern lifestyle brand that prioritizes the urban-living consumer who is always on the go and seeks aesthetic, functional and minimalist designs. The Edition collection has four new styles: the Jane and the Ingrid for women and the Savoy and the Falkner for men. The Classic collection has five new styles: the Mia, the Juni and the Kay for her and the Taylor and the Clark for him. Inspired by the people of today, the latest styles are offered in shorter and longer lengths and slim and relaxed fits and come in a variety of rich colours, including Dazzling Blue, Rockridge and Light Grey as well as a tone-on-tone camo pattern in Military Green or Black.

“Designed and made in Canada, these new pieces have already had great success with Fashion Buyers in the international market,” said the brand’s president and creative director, Jean-Philippe Robert. “They appeal to a contemporary clientele who are looking for high-quality and well-designed winter jackets. The Jane and the Clark have made quite an impact this season, particularly in France, Germany and Japan. The longer-length parka is a Quartz Co. essential.”

Another standout piece in the new collection is the Savoy, which is made of Schoeller wool. This new material—like the other laminated fabrics that Quartz Co. is known for—is water-resistant and windproof, and its advanced technology improves the performance of the jacket by enabling better breathability and moisture removal.

The new collection will be available to purchase as of September 6, 2019. Continuing its commercial success, Quartz Co. can now be found in over 300 stores across 20 countries.

THE EDITION COLLECTION

Launched in 2018, the Edition collection is a modern reinterpretation of the classic parka. The shapes are fluid and street-style inspired.

THE CLASSIC COLLECTION

Introduced in 2015, the Classic collection is based on the brand's heritage styles. The new Quartz Co. designs bring an understated refinement to outerwear known for its high-quality fabrics and clean silhouettes.

ABOUT QUARTZ CO.

Since 1997, Quartz Co. has been recognized for the quality of its premium outerwear. Perfectly designed for cold weather, the jackets are lightweight yet offer exceptional warmth and have proven their value in extreme conditions around the globe. 2015 marked the rebirth of the brand. Identifying a need for a new generation of modern outerwear, we fused timeless design, performance, Canadian expertise and sustainable practices, truly embracing the northern lifestyle.

Today, we are designing with style, function and passion in mind as we aim for excellence in quality and spirit. As a meticulous Canadian fashion company, Quartz Co. brings a global perspective inspired by the people of today.

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