



Made in Quebec for our Winters

## Description

# Bilodeau Canada opens new outlet store in Montreal

ADVERTORIAL



**A new sportswear and specialty products outlet store has recently opened its doors at 22 Saint-Paul East in Old Montreal. BILODEAU Canada invites you to visit store and try out our new line of stylish apparel and accessories, all designed to meet the challenges of our winter weather.**

## Locally made with local resources

A Quebec company established in 1985 and located in Normandin, north of Lac-Saint-Jean, BILODEAU Canada advocates respect for wildlife resources and support of local development. Over 30 years, the company has



developed over 400 top quality ready-to-wear apparel products and accessories, designed for both the great outdoors and the modern urban environment. The company has also worked with various interpretive centres and zoos, in addition to collaborating with several museums.



## Integrated production, from design to marketing

“What differentiates BILODEAU is that we make all our products entirely in Quebec, from design to final product. We produce everything under one roof: processing of materials and fabrics, custom tailoring for all seasons, boots and fur accessories, to name a few”, explains Marco Tremblay, co-owner. “Our apparel is characterized by fashionable design, the use of breathable, waterproof and washable fabrics, and is available in a variety of colours and in all sizes. In addition, we offer the opportunity to custom design to your specifications.”

*Come discover our winter collection of clothes and accessories at affordable price, and experience for yourself the quality we bring to every item we manufacture.*

## Get a 15% discount by visiting our store

To celebrate the arrival of the winter season and the new collection of winter apparel for the city and the great outdoors, BILODEAU is offering a 15% discount on your next purchase at our outlet store. Just mention the code word [WestmountMag.ca](http://WestmountMag.ca)



## A way of life that evolved into a business

Jacques Billaudeau arrived in Quebec on June 23, 1652 on board a vessel from France. Born in Pioussay in Poitou, he is the ancestor of all the Bilodeaus in Canada. And our ancestor had a guilty pleasure: he loved to hunt and fish. This sideline distracted him from farm work and the clearing of his plot of land on Île d'Orléans, but it also provided some much-appreciated extra income. In 1681, he owned a gun, thirty cattle and forty acres of land.

Jacques, along with his son and two other associates, formed a partnership of trappers to fish and hunt in the *Seigneurie de la rivière de la Madeleine*. In exchange for the right to trap, the *seigneur* requested that they purchase or build a suitable boat for the purpose of their enterprise, whereby he would pay each of them the sum of ten pounds a year. (Source: Translated from *Nos Ancêtres, vol. 13 résumé des recherches de Danièle Billaudeau et André Bilodeau*)

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### **The tradition continues and Hollywood takes note**

The founder of the present company, Mario Bilodeau, a true nature enthusiast, began his career in 1985 working in the fur trade. In 1997 he associated with Marcel Laplante and surrounded himself with a creative and dynamic team that shares common values of quality, respect, integrity and affordability. “Over the years, our reputation has been built on the quality of our products and our after-sales service. We sell our products across Canada and we also export to over ten countries,” says Mr. Bilodeau.

The company has also contributed to the field of cinema and television by participating in the creation of costumes and scenery for numerous productions, including *A Night at the Museum*, *Pathfinder*, *Black Robe*, *Mummy*, and *Grey Owl*, starring Pierce Brosnan. Once again, the best advertising remains customer satisfaction.



Come discover Bilodeau's winter collection of apparel and accessories for the city and the outdoors, and enjoy a **15% in-store discount**





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#### [BILODEAU Boutique Montréal](#)

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[Facebook page](#)

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# BILODEAU

## 15% discount by visi

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#### Category

- 1. ADVERTISING
- 2. Fashion
- 3. Promotion

#### Tags

- 1. accessories
- 2. boots
- 3. fashion
- 4. urban fashion design
- 5. Winter apparel
- 6. winter coats

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