



5 generations

Since 1840

## **176 YEARS OF FASHION HISTORY**

- 1812*** Peter Simons arrives from Scotland
- 1840*** John Simons opens the first Simons store on St. John Street
- 1870*** Fire destroys St. John Street store and Simons moves to its current location
- 1953*** Donald Simons returns from Carson Pirie Scott in Chicago
- 1961*** Sam Steinberg / Donald Simons open Simons at Place Ste-Foy
- 1960-1970*** Birth of our house brands Twik, La Contemporaine, Le 31

## 176 YEARS OF FASHION HISTORY

- |               |                                                                                                                                      |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <i>1970's</i> | Information technology and global sourcing                                                                                           |
| <i>1980's</i> | 60 000 – 80 000 ft <sup>2</sup> concept is born with renovation/enlargement of Place Ste-Foy and opening of Galeries de la Capitale. |
| <i>1999</i>   | Opening in downtown Montreal and Sherbrooke                                                                                          |
| <i>2001</i>   | Opening of St-Bruno store                                                                                                            |
| <i>2002</i>   | Opening of Carrefour Laval store                                                                                                     |
| <i>2016</i>   | Vancouver, Edmonton, Toronto, Ottawa                                                                                                 |

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1841

May

May 22	1000 Buttons	1 6	1 6
24	1000 Gold	9	9
	1000 Glass		
	Miss McCallum	2 6	2 6
	1000 fine paper		
	Mr. A. McDonald	5 10	5 10
	1000 Printing		
	Miss M. Clark	2 6	2 6
	1000 Ribbon		
25	Miss J. Brown	7	7
	1000 Ribbon	2 9	2 9
	1000 Gold		
	1000 Buttons	5 2	5 2
	1000 Glass		
	Mr. Anderson	1 2	1 2
	1000 Ribbon	1 6	1 6
	1000 Glass		
26	Mr. Thompson	11 6	11 6
	1000 Buttons	2	2
	1000 Buttons	2 6	2 6
	1000 Buttons		
	Mr. McDonald	2	2
	1000 Buttons		
	Miss Reid	11	11
	Edging	1	1
	1000 Buttons		
	1000 Buttons	5	5
	1000 Buttons		

D<sup>r</sup> Bank of Montreal

1872	Dec <sup>r</sup>	15	2 Shares Bank of M @ 18 1/2%	✓	726 00
1873	July		3 " " " @ 18 1/4	✓	1090 50
1878	Feb <sup>r</sup>	5	Commission to McRider & Co	✓	5 00
			5 Shares Bank of M @ 160%	✓	1600 00

THE PLEASURE OF SERVING OTHERS  
SINCE 1840



# THE NEW SPECIALTY ANCHOR

## CARREFOUR LAVAL

The new generation of store which combines a perfect blend of design, architecture technology. It is the next step in the symbiotic relationship between customer service, commercial space and merchandise.



## A DISTINCT APPROACH

- Our values:
  - Humility, empathy, creativity, humanity
- Unique product assortments
- Private company
- Genuine concept – emotional impact



## Retail / Real estate Environment

- Emotion is what counts
- Web vs. Brick and mortar
- The global environment
- New Economy – Social Contract



**simons**

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