

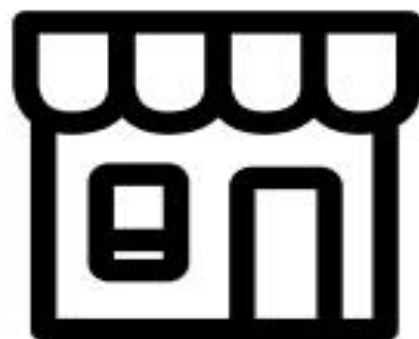
FASHION PROFILE



Model wearing Angela DeMontigny
Photo Credit: Style Group



Workforce is **7,540**



521 businesses



Home to the **5th largest cluster of
fashion businesses in Canada**

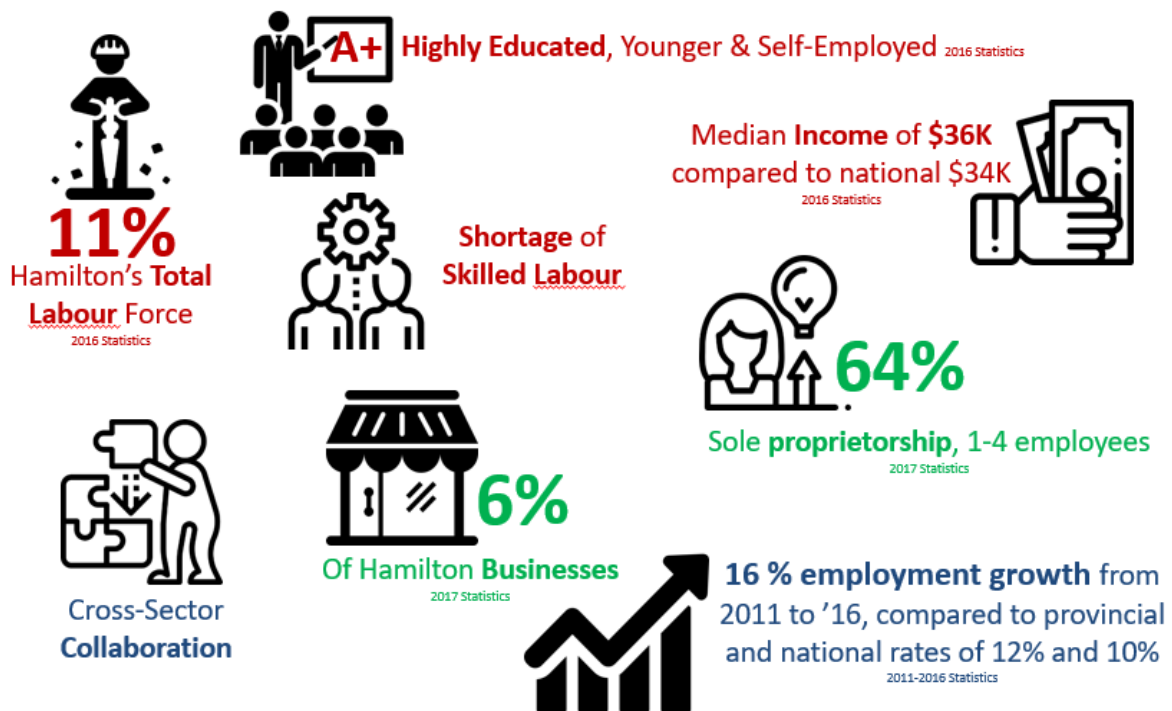
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All content from Creative Industries Sector Profile

Hamilton's Creative Industries Snap Shot

Creative Cultural Industries includes a wide variety of businesses in areas such as music, film, fashion, writing and publishing, visual and applied arts and graphic design, and live performance and festivals.

This sector fosters high-profile creativity and innovation; attracts and supports other key sectors through its impact on quality of life; requires a large number and wide variety of knowledge sets and skills; and enhances Hamilton's image as a vibrant city.



To learn more about the Hamilton's Creative Industries visit:

www.investinhamilton.ca/industries

Creatives Industries Sector Profile: Fashion

The Fashion sector is a highly diverse sector and includes fashion designers who design clothing, patternmakers to construct patterns based on the designer's specifications, retail buyers and merchandisers to buy the clothing and salespeople that work in retail stores. The sector also includes fashion models, marketing and advertising professionals, and other support staff.

Trade Data Online Statistics Canada estimates that the Canadian apparel industry is seen to be transitioning from big textile manufacturing firms to niche markets, as well as speciality and high R&D garments including performance apparel. Emerging trends in the sector include automation throughout the supply chain, e-commerce and development of both an omnichannel and multichannel approach to sales. Multichannel sales and marketing allow for the ability to interact with potential customers through print ads, websites, marketing events and retail location. Omnichannel sales allow for an integrated shopping experience where customers can shop online either through a desktop or mobile device.

Hamilton's fashion sector is well-positioned to capitalise on regional trends and grow its existing fashion scene. The Fashion Zone at Supercrawl and Hamilton Fashion Week are identified as opportunities for growing the sector.



Images (clockwise from left): Model wearing Angela DeMontigny, Era-Makers Supply's owner Beverly Johnson creating patterns, Model wearing Designs by Mallory, fabric available at Era-Markers Supply on Ottawa St N

Hamilton's Fashion Sector

Appendix A to PED19056
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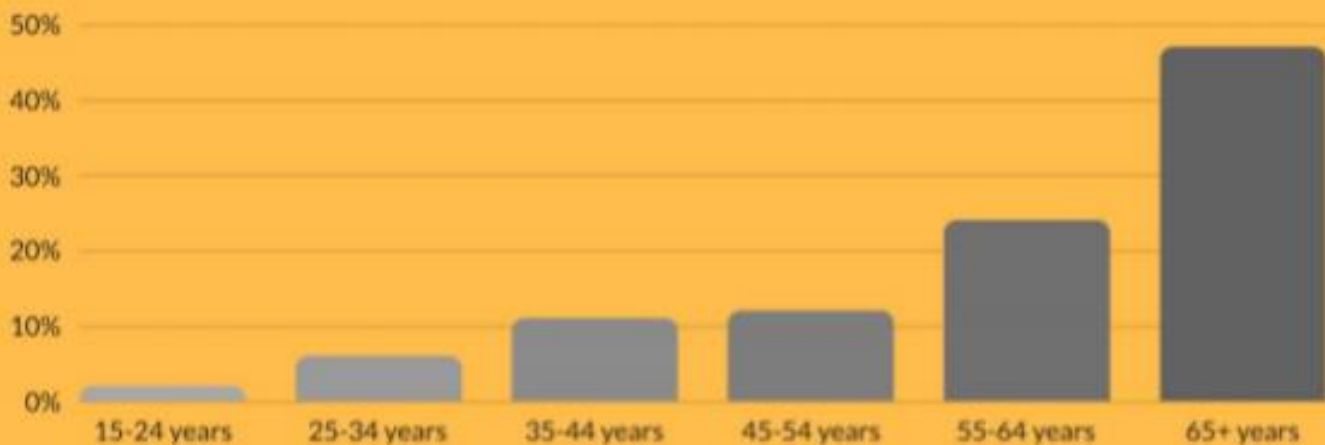
Young

53% of fashion industry workers are between the ages of 25 to 44 years compared to 41% in other sectors of the economy

18%

18% of all fashion industry workers in Hamilton are self-employed

Age of Population with a Post-secondary Certificate, Diploma or Degree in Fashion Related Programs, 2016



7,540

Total Employment in Hamilton's Fashion Industry

4,925

Total Number of Workers with Fashion Related Occupations

521

Total Number of Businesses in Hamilton's Fashion Industry

3rd

Comparatively, Hamilton ranks as a top three destination for fashion related occupations

4th

Comparatively, Hamilton had the 4th largest growth of employment in its Fashion Industry

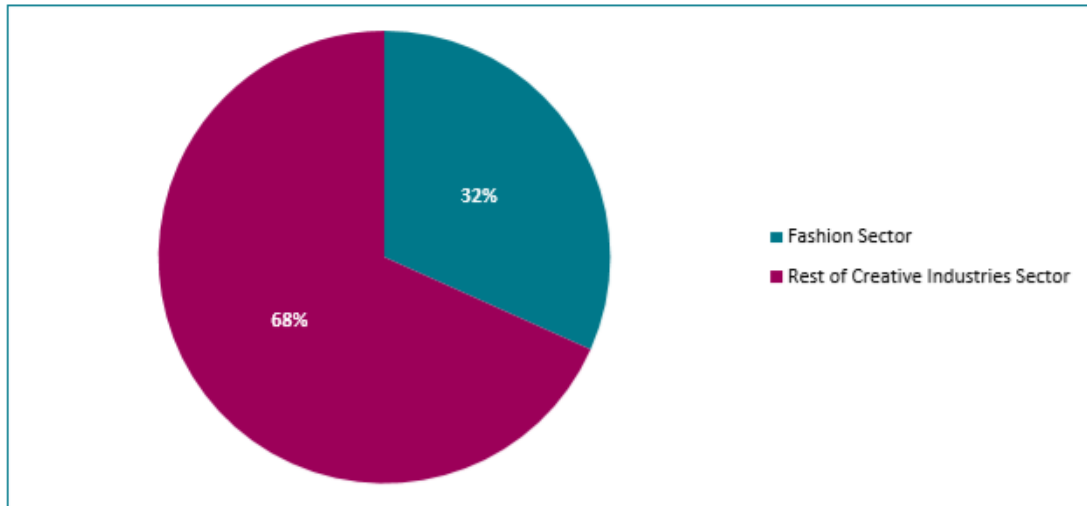
5th

Hamilton has the 5th largest cluster of Fashion Industry Businesses across Canada

Fashion Workers Characteristics

In 2016, Hamilton accounted for approximately 4,925 fashion occupations. Fashion sector workers account for 1.3% of total occupations. As illustrated in Figure 14, the fashion sector accounted for 32% of total creative industries sector occupations.

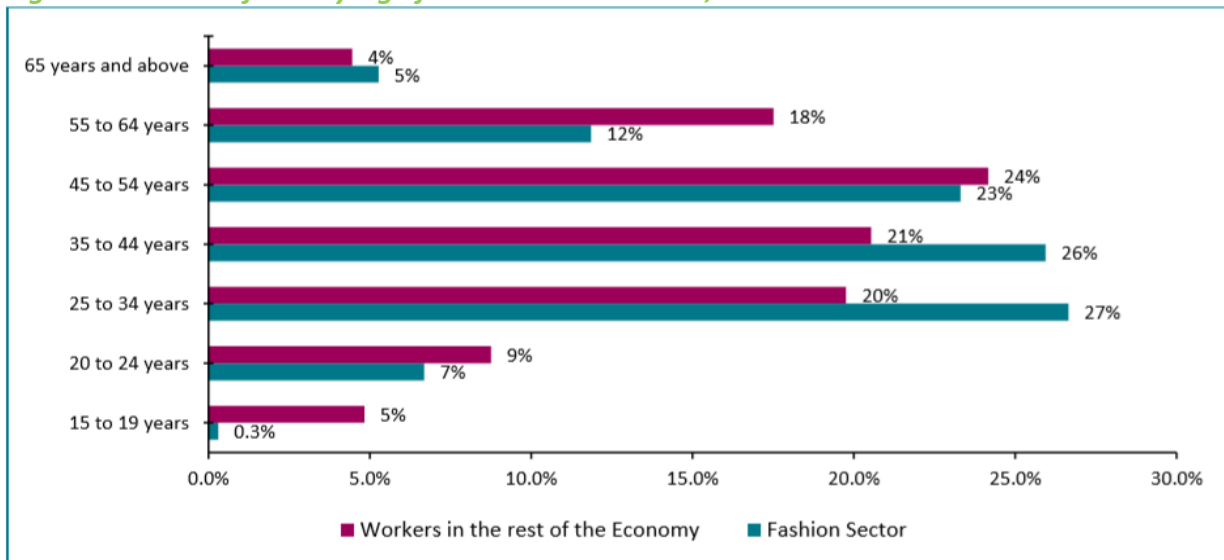
Figure 27: Proportion of Fashion Sector Workers, 2016



Source: Statistics Canada, Census of Canada 2016

The age cohorts for the employed labour force (aged 15 years and over) by occupation shows that the majority of workers are from 25 to 34 years of age; approximately 1,315 workers making up 27% of Hamilton's fashion workers.

Figure 28: Labour force by Age for the Fashion Sector, 2016



Source: Statistics Canada, Census of Canada 2016

In 2016, the median employment income of fashion workers in Hamilton was \$29,579 compared to \$38,953 for workers in all occupations. The median employment income of fashion workers in Hamilton is slightly higher than the median employment income in fashion in Ontario at \$28,942 and lower than national income at \$30,064 in Canada.

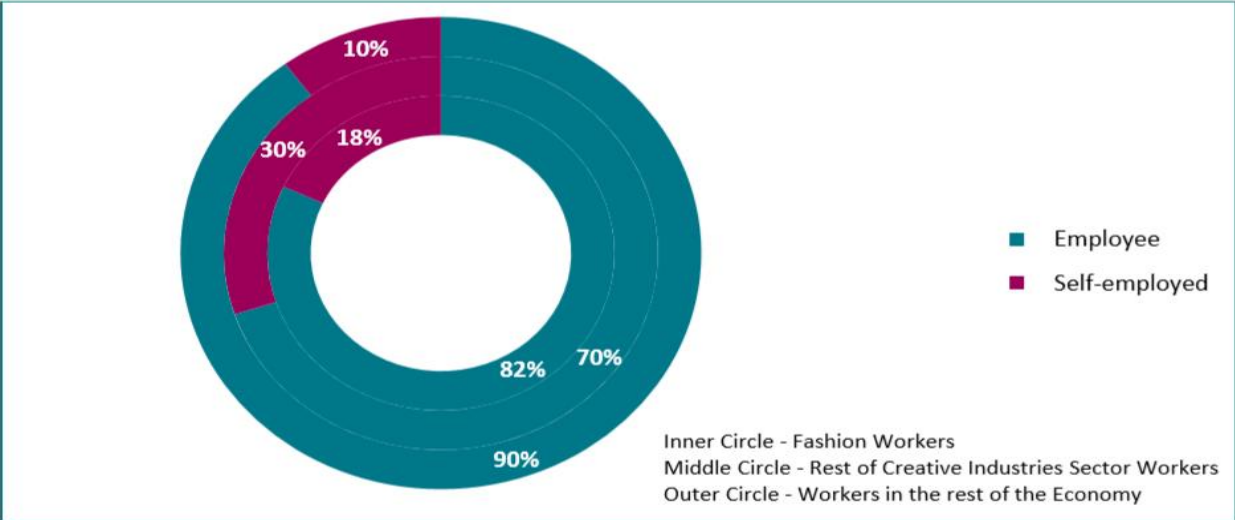
Figure 29: Employment Income of Fashion Sector, 2016



Source: Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400- X2016304.

Analysing occupations by class of worker, it was determined that the fashion sector workforce has a higher percentage of employed workers compared to the rest of the creative industries sector workers.

Figure 30: Class of Worker of Fashion Sector, 2016



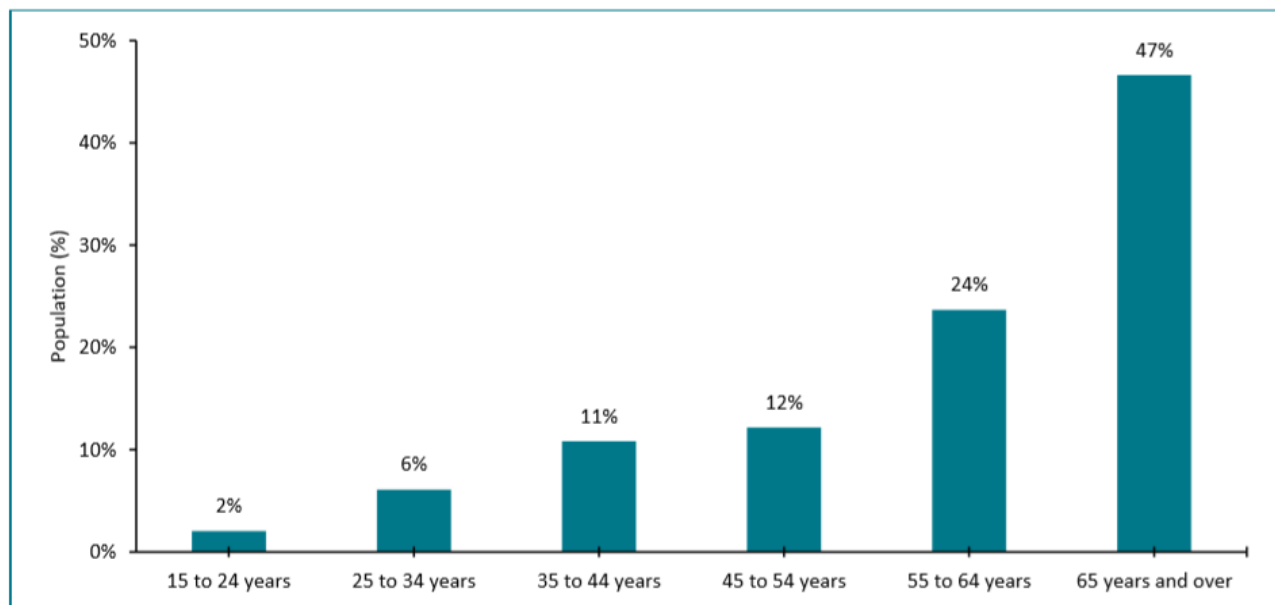
Source: Statistics Canada, Census of Canada 2016

Fashion Education Profile

In 2016, approximately 332,950 residents aged 15 years and over had a postsecondary certificate, diploma or degree in Hamilton. Approximately 740 people (0.2% of the total population) had a postsecondary certificate, diploma or degree in Apparel and textiles.

The fashion education profile shows that approximately 80% of fashion graduates were females compared to 20% males. As shown in Figure 31, Hamilton has a very small proportion of young graduates with Fashion degrees. The majority of the population (345 people) with a fashion degree are 65 years and above while only 60 graduates are between the ages of 15 to 34 years.

Figure 31: Age of Population with a Postsecondary Certificate, Diploma or Degree in Fashion Sector, 2016



Source: Statistics Canada, Census of Canada 2016

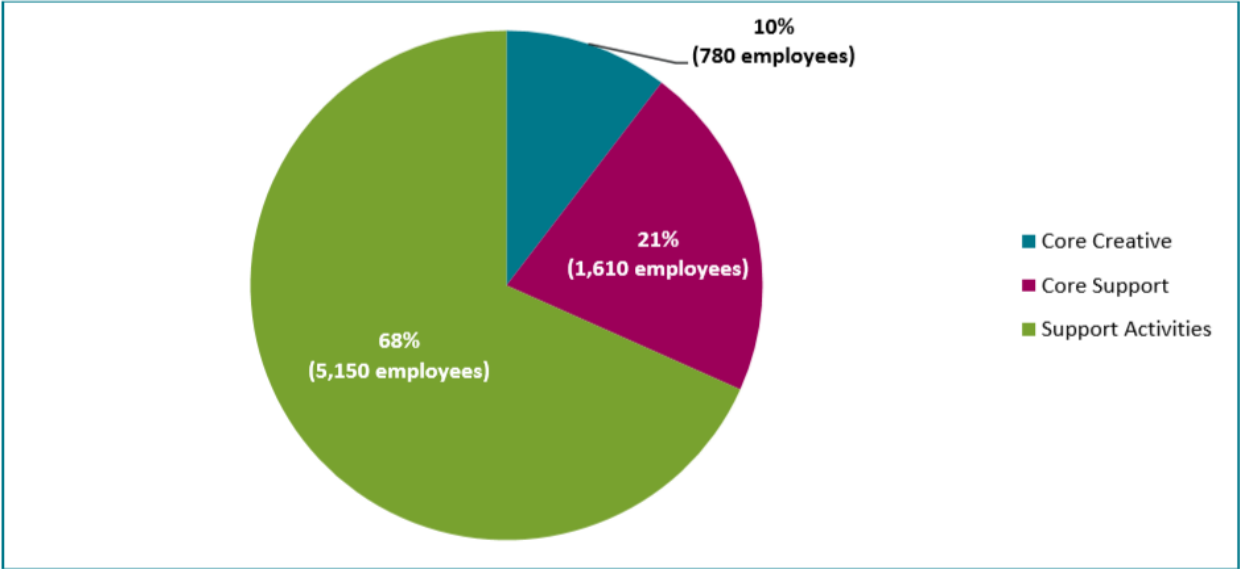
Analysing the fashion sub-sector programs available in Colleges in Ontario, it was determined that Mohawk College offer two fashion programs in Hamilton. They are the:

- Dressmaking – Mohawk College Certificate
- Fashion Design – Mohawk College Certificate

Fashion Employment

In 2016, approximately 25% (7,540 employees) of Hamilton’s creative industries sector employment was related to the fashion sector. In terms of function, 10% (780 employees) were in core creative fashion sector employment while 21% (1,610 employees) were in core support fashion sector employment and 68% (5,150 employees) were employed in support activities for the fashion sector.

Figure 33: Fashion Sector Employment by Function, 2016



Source: Statistics Canada, Census of Canada 2016

- Core Creative - Specialized design services¹⁹ were the top employing core creative fashion sector, representing 10% (780 employees) of all fashion sector employment
- Core Support - Other miscellaneous manufacturing²⁰ was the top employing core support fashion sector, representing 10% (775 employees) of all fashion sector employment
- Support Activities - Clothing stores were the top employing support activities for the fashion sector, representing 34% (2,580 employees) of all fashion sector employment

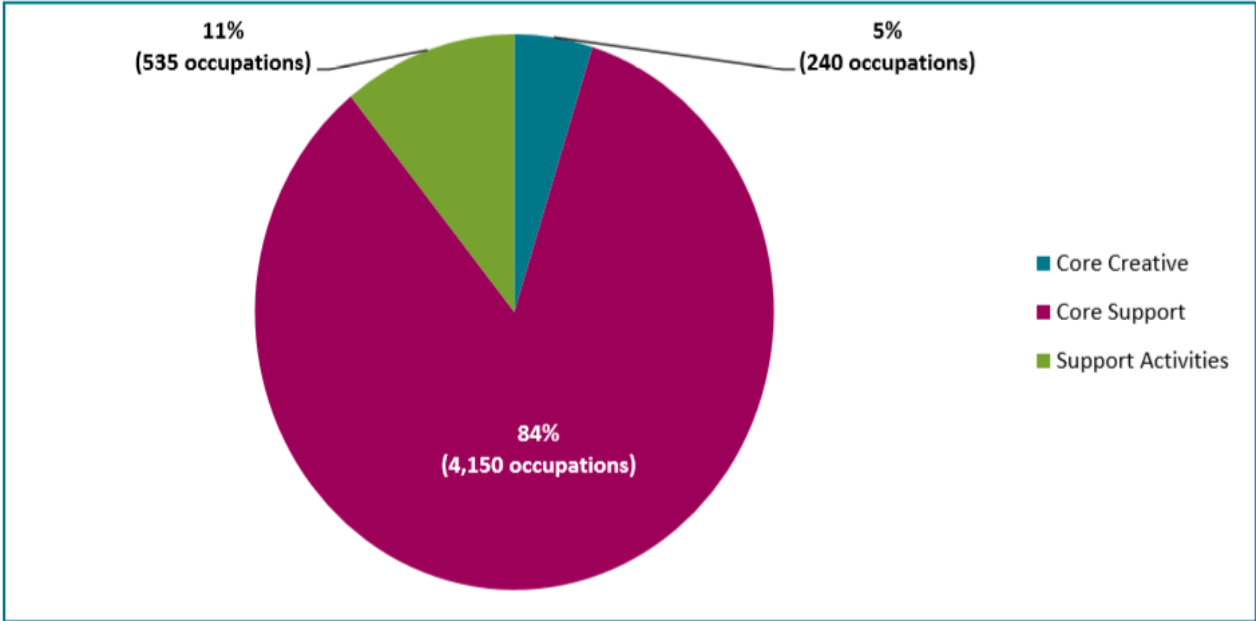
Employment in the fashion sector grew by 16% from 2011 to 2016. The largest growing fashion sector employment by function was:

- Core Creative - the largest employment growth was Specialized design services
- Core Support – the largest growth was in Other textile product mills
- Support Activities – the largest growth was in Clothing stores

Fashion Occupations

In 2016, approximately 32% (4,925 occupations) of Hamilton’s creative industries sector occupations was related to the fashion sector. In terms of function, 5% (240 occupations) were core creative fashion sector occupations while 84% (4,150 occupations) were in core support fashion sector occupations and 11% (535 occupations) were support activities occupations for the fashion sector.

Figure 35: Fashion Sector Occupations by Function, 2016



Source: Statistics Canada, Census of Canada 2016

- Core Creative - Theatre, fashion, exhibit and other creative designers were the top core creative fashion sector occupations, representing 2% (240 occupations) of all fashion sector occupations
- Core Support - Advertising, marketing and public relations managers were the top core support fashion sector occupations, representing 12% (1,900 occupations) of all fashion sector occupations
- Support Activities - Tailors, dressmakers, furriers and milliners were the top support activities fashion sector occupations, representing 2% (330 occupations) of all fashion sector occupations

Occupations in the fashion sector grew by 25% from 2011 to 2016. The largest growing fashion sector occupations by function were:

- Core Creative - the largest occupation growth was Theatre, fashion, exhibit and other creative designers
- Core Support – the largest growth was in Advertising, marketing and public relations managers
- Support Activities - the largest growth was in Tailors, dressmakers, furriers and milliners

Fashion Businesses

In 2017, the fashion sector has a total of 521 businesses. In terms of function, 5% (27 businesses) were core creative fashion sector businesses while 12% (60 businesses) were core support fashion sector businesses and 83% (434 businesses) was businesses in support activities for the fashion sector.

In terms of employee type, the majority of businesses were self-employed establishments without employees. Approximately, 100 businesses had 1-4 employees, and 94 businesses had 5-9 employees. Three businesses in this sector had at least 100 employees. These businesses are in narrow fabric mills and Schiffli machine embroidery, textile product mills and men's and boys' cut and sew clothing manufacturing.

Fashion Asset Mapping

The Fashion sector is seen to be clustered in two nodes, namely, James Street North and Ottawa Street North. Businesses in the sector are also seen along King Street East and Locke Street South. The James Street North cluster has several retail and designer shops and plays a predominant distribution role for the sector. The cluster seen in Ottawa Street focuses predominantly on activities surrounding textile and fabric production, textile and fabric manufacturing and textile and fabric distribution. Businesses are also emerging near Mohawk College which might serve as an enabler of the sector or the creation element of the sector.

Figure 39: Creative Industries in the Fashion Sector, 2018



Source: MDB Insight, 2018

Resource Materials

- MDB Insight – City of Hamilton – Creative Industries Sector Profile Study: Sub-Sector Profiles: <https://investinhamilton.ca/industries/creative-industries/>
- City of Hamilton: [Economic Development Action Plan 2016-2020](#)