

Dorothy Grant Ltd.

Vancouver, BC

www.dorothygrant.com

Dorothy Grant Ltd.'s advice to new exporters is: *"Do your homework. Research the market, have an export plan and understand the social and business culture of the country you want to export to. You also have to find a way to build production capacity to meet export orders. But the only way to find out is go there, spend time in the market, do your research and build a plan."*

What does Dorothy Grant Ltd. do? Dorothy Grant Ltd., founded in 1994, is wholly owned by Dorothy Grant, a fashion designer and traditional Haida artist. Her garments, ceremonial button blankets and spruce root hats can be found in galleries, museums and private art collections around the world.

Her strong connection to her culture and deepened sense of Haida identity are the creative forces behind her fashion labels **Feastwear** and **Dorothy Grant**. In response to the high demand for her fashion, Dorothy opened a retail store in prestigious Sinclair Centre in downtown Vancouver in 1994.

What is Dorothy Grant Ltd.'s experience in exporting? Dorothy Grant Ltd. began exporting to the US during the 1990s. Subsequently, she was invited to Paris, France to exhibit at the "Les vendanges sur la Montaigne" fall fashion event sponsored by the Canadian Embassy. In 1999, as a result of Japanese-market interest in her product, Dorothy Grant was one of 300 entrepreneurs on the Team Canada trade mission to Japan where she was able to make great connections to expand her product line into that market.

