



Style unseen
Molly Burke rises
above vision loss



Love that vintage
How you can wear
clothes with heart

**MEDIA
PLANET**

August 2011

FALL STYLE GUIDE



FIND OUT
HOW YOU CAN

WIN

OUR STYLE
PICKS!

GET FIERCE THIS FALL

"Breakfast Television" host Dina Pugliese keeps
Toronto on trend with sage style secrets

PHOTO: BREAKFAST TELEVISION



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CHALLENGES

TIP

1

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CITY COUTURE
Models parade down the catwalk at Holt Renfrew's show.
PHOTO: LG FASHION WEEK

The streets of Toronto are heating up with home-grown style—and the world is taking note. Become your own fashion icon this fall with the latest trend tips.

Toronto Fashion Week: Celebrating Canada's style

Robin Kay, president of the Fashion Design Council of Canada (FDCC) and executive director of Toronto Fashion Week has been the driving force behind the success and reputable image of Toronto fashion week for the past 13 years. Drawing from her extensive experience in manufacturing and retail, it was her unique ability to execute a seemingly impossible vision, propelling Canadian designers into the forefront of the fashion industry. “There’s never been anything that has brought forth the designer aspect of our talent. That was the niche that I felt needed to happen to create names,” says Kay, who initially had this realization while trekking in the Himalayas over a decade ago. “I suddenly had an epiphany; if other countries market and promote their own collections through a vehicle called fashion week, we should have our own.”

History in the making
Even though Canada had national fashion magazines, at that time



Robin Kay
President,
Fashion Design Council of Canada

there was not a great deal of coverage for Canadian designers because editors were more interested in European trends. Yet, since the FDCC established this event that requires perfection and world class appearance, Toronto has paved the way for other cities such as Montreal and Vancouver. “It was in those moments I thought this event is making a mark,” Kay states. “The first step in the business of fashion is knowing your product and everything about it. This has been my focus and will be my ongoing focus.” Toronto fashion week would not be where it is today without the assistance from vital partnerships with corporate sponsors such as Holt Renfrew and MasterCard

The emergence of fashion bloggers The event’s media impression has reached the multi-millions and has given endless opportunities to those who participate, including fashion bloggers, who also play an essential role in marketing and advertising. “I believe in the power of the press. I think it’s fantastic. It’s phenomenal to watch the fashion blogger com-

munity grow and there’s a huge space for them at fashion week,” says Kay. With their diverse opinions and popularity among consumers, bloggers are now considered an asset to the event and its featured designers.

Canadian style at its finest
“Without a doubt, there is a particular style vibe to a Canadian designer—influenced by geography, personality and heritage. It’s so multicultural that this is evident in our clothing. Here in Canada you can be yourself,” says Kay who pays compliments to Canada’s fashion personality. There isn’t a person who doesn’t get dressed up for fashion week and one tendency that we take pleasure in is to mix and match. “Canadians are super comfortable with wearing a Prada skirt and a Joe Fresh T-shirt. I like our relax-ability,” Kay proclaims, illustrating that the true beauty of fashion week lies within in the individuality of its character.

PAULEANNA REID
editorial@mediaplanet.com

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Don't get lost in shopping hell: fine tune your mall crawl GPS

Mall shopping is a stressful endeavor, and shopping in a time of high volume (like during back to school) can be an incredibly overwhelming event.

August is the end of summer—a time when we realize that a crowded mall might be the last place you want to be. Here are a few tips to help make your shopping experience exciting and fun!

■ Know the territory: All major malls have an associated website, and these websites provide invaluable information. Everything from layout maps complete with store directories to contact information can be found on a mall’s web-

site. Use them to map out your trip ahead of time so that you can improve the logistics of your trip. From there, you can plan where to park, which stores to visit and how much time you plan to spend in each place. Golden hint—always plan to end your trip nearest the exit where your car is parked so when you have an armful of bags and tired legs you can get to your car as quick as possible. If you’re a commuter, plan to end your trip near the closest bus stop.

■ Research: Suppose you want a pair of brand-name aviators; go to the websites of all of the sunglass retailers in your local mall. From there you can check to see which type of aviators they have and see

the price. You can even call the nearest location and ask them if they have what you’re looking for in stock. A little bit of pre-emptive research can be a huge time-saver—and will get those creative shopping juices flowing!

■ Freedom of information: Malls are required to have an info desk—they function as a hub in the event of emergencies. They also have access to really cool extras to help you get through your shopping trip with ease like strollers, wheelchairs, even free kids entertainment packs to keep children occupied and happy while you browse through those sales racks! Sometimes they have exclusive access to mall promotions that you might not hear about

otherwise.

■ Applications of the teachings: Some (not all, but some) malls have taken interactive content a step further by creating downloadable applications available on most smartphones. Download these applications to learn everything from the layout of the mall to money-saving promotions they’re currently running.

Want to try out a mobile mall app? Yorkdale, The Eaton’s Centre and the PATH each have them listed on their websites.

RYAN OLIVERIO
editorial@mediaplanet.com

WE RECOMMEND

Style unseen
Former Miss Teen Canada International doesn’t let falling vision cramp her style

PAGE 7

“I can’t look in the mirror when I’m shopping to see whether or not something suits my body type...”

Wake up to great style p. 4
Dina Pugliese chats about her fashion influences.

Publisher's picks p. 6
Check out what's on trend for fall.

FALL STYLE GUIDE
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Responsible for this issue:
Publisher: Stephanie Barbosa
stephanie.barbosa@mediaplanet.com
Designer: Penelope Graham
penelope.graham@mediaplanet.com
Contributors: Jill Esch, Robin Kay, Ryan Oliverio, Pauleanna Reid

Managing Director: Gustav Aspegren
gustav.aspegren@mediaplanet.com
Business Developer: Shannae Ingleton
shannae.ingleton@mediaplanet.com

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DON'T MISS!

The feathery side bun
! Top of your hot outfit with the hairstyle of the season! pull the hair into a tight bun at lower left side by the nape of the neck. Spray it with a hard-hold hairspray and finish it off by sticking a few small feathers in the top. Secure with several bobby pins and go! It's great for those days in October when summer seems to make a few final appearances, and those rainy mornings when hair is being difficult.

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INSPIRATION

Dina Pugliese, co-host of CityTV's "Breakfast Television" is known city-wide for her savvy style. Here she offers up a dose of her fashion inspiration.



A wake up call for great style

LEADER TO LEADER

Dina Pugliese, co-host of CityTV's "Breakfast Television," is known for her effortless confidence and influential style, but what her audience admires about her the most is the compassion she has for serving others off screen.

While juggling a successful career, she also provides support to those who require a helping hand through various charities involving children and individuals who are disadvantaged. "It's an honour to lend my services to bring more awareness and attention and hopefully put the fun in fundraising," says Pugliese, who takes pleasure in attending fashion events with a cause. "It's a spot that all of us have been in or will find ourselves in at one point," she continues, proving that there's more to the fashion industry than what we see in magazines or on the runway.

Spreading the word

Pugliese participates in a year-round initiative to build awareness for Wear White 4 Windfall, an award winning charity and the only new clothing drive of its kind. This or-

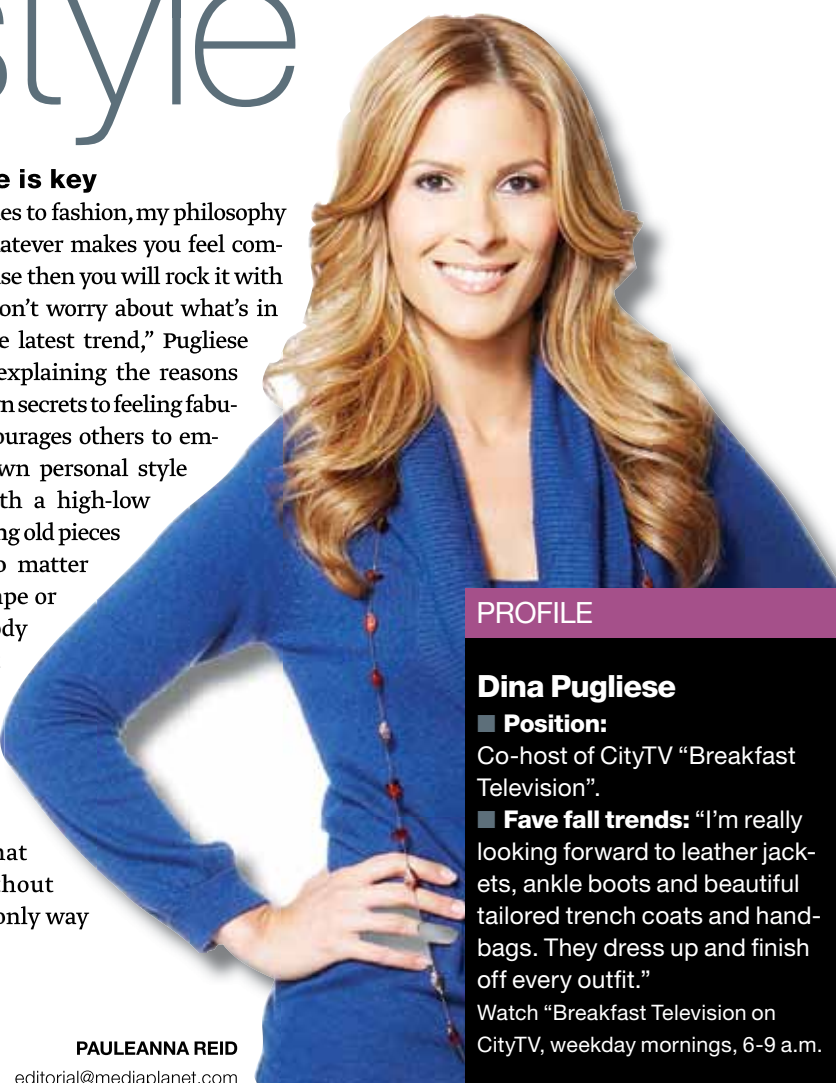
ganization provides garments to children, teens, men and women who are looking for a fresh outfit as a jump start into the school year or workforce. "This is such an essential service. There are so many companies who donate which is great, especially now with tough times—a lot of people find it hard to put food on the table, let alone buy clothing for their families," she says. Committed volunteers help propel these initiatives to meet the demand and proud supporters, like Pugliese, are on board to encourage donations and inspire others to give back.

Fashion forecast

Since the daunting era of acid wash jeans, toasted New York lipstick and screaming blue eye liner—a memorable fashion crime Pugliese committed in the late eighties—these days her appearance is more refined and trail blazes the path for others to follow. "I love to find a good bargain," she says, admitting to owning fifty pairs of shoes; a guilty pleasure that she justifies as an investment. Stop Staring and Alberto Makali top the list as her favourite designers of the moment and she credits her style sense to her confidence, an essential tool which fuels her curiosity when taking risks and allows her to still remain true to herself.

Confidence is key

"When it comes to fashion, my philosophy is to wear whatever makes you feel comfortable because then you will rock it with confidence. Don't worry about what's in fashion or the latest trend," Pugliese states when explaining the reasons behind her own secrets to feeling fabulous. She encourages others to embrace their own personal style and work with a high-low mix; combining old pieces with new. No matter what size, shape or color everybody has the right to look and feel their best and role models like Pugliese illustrate that fashion without limits is the only way to go.



PROFILE

Dina Pugliese

■ **Position:** Co-host of CityTV "Breakfast Television".

■ **Fave fall trends:** "I'm really looking forward to leather jackets, ankle boots and beautiful tailored trench coats and handbags. They dress up and finish off every outfit."

Watch "Breakfast Television on CityTV, weekday mornings, 6-9 a.m.

PAULEANNA REID

editorial@mediaplanet.com



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TOASTY & ON TREND

■ 1. Clarks Mascarpones \$325
■ 2. Lady Dutch Najaho Sweater \$78



THE 2011 LOUD CHALKERS

HERE'S TO THE AFTER HOURS ATHLETE

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Teeth whitening guru
Dr. Jonathan Shainhouse is showing
people an easy way to get a smile
that turns heads.

Your smile is one of the first things people notice about you. Now it's easier than ever to keep your teeth runway-ready. Toronto dentist Dr. Jonathan Shainhouse has created the first fast, gentle and pain-free way to whiten your teeth at home, without messy trays, irritating strips or hefty amounts of your time.

YOU CAN HAVE THE #1 COSMETIC PROCEDURE IN THE WORLD

Teeth whitening is today's most popular cosmetic procedure. But between the awful-tasting solutions and the often painful sensitivity they cause, some whitening processes don't exactly leave you feeling pampered.

Plus Dr. Shainhouse has seen too many tooth-whitening disasters: "Most whiteners contain high levels of peroxide which can dehydrate and damage your enamel. Worse, touch ups can lead to over-bleaching, causing your teeth to look chalky, turn gray or get those embarrassing uneven bands of color."

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A study shows that by using this ridiculously easy-to-use dual-foam system, it's possible to brighten your teeth up to 12 shades in 30 days. "Of course, everyone's results will be different," comments Dr. Shainhouse. "But you'll have whiter teeth for life for less than the cost of a daily cup of coffee."



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WHAT'S HOT



Get the look!

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- 2. **ISOTONER WOMEN'S WOODLANDS MICROSUDE FUR CHUNKY CLOG SLIPPERS:** Not your mom's slippers—these fluffy footsies are super cute and the hard rubber sole is great for running to the corner store in a pinch! \$26.00. www.isotoner.com.
- 3. **THE HEEL CONDOM :** Finally a solution for heels ruined by the Toronto Sidewalks! \$20.00. www.theheelcondoms.com.
- 4. **MEREADESSO:** This is like a facelift in a bottle! It goes on very thin and light and leaves your skin feeling fresh and moisturized all day! \$279. www.mereadesso.com.
- 5. **LOVE THAT WHITE SMILE:** This stuff really works—and actually reduces sensitivity. \$49.99. www.lovethatwhitesmile.com.
- 6. **PANDORA CHARM BRACELETS:** Customize your own unique wrist accessory. \$100. www.pandora.net.
- 7. **LADY DUTCH PLAID FALL JACKET:** This is by far my favourite fall jacket ever! It's adorable, and it looks good with both work wear and for a night out. This is a definite head turner. \$198.00. www.ladydutch.com.

DON'T MISS!

Wear your heart on your sleeve with vintage

Toronto consumers are a diverse group. You can often find us wearing items like an H&M dress and Forever 21 jacket with a Coach purse and Gucci shoes.

Having access to these large brand names is a benefit of city living, and often the retail locations are very conveniently close together. When looking for an interesting vintage piece, we have places like Kensington Market and second hand stores to cater to our thirst for individuality—and they offer an incredible selection of items that can help change an entire look of an outfit.

Beyond the mall
If you're feeling creative and ready to think outside the box, try hitting up your local Goodwill to see what you might find. If you go with an open mind, you might wind up walking out with several scarves, bangles, necklaces, even a few cool pieces of outerwear—and you'll be shocked at how low the total is when you hit the register. It's not often that you get to walk out with 10 pieces of anything for under \$30, which makes it very easy to become addicted to sorting through the racks, especially once you begin to find those gems you never even knew you wanted!

Vintage keeps on giving
Another plus is that they're a non-profit with a mission that not only creates jobs in their local communities for those who face barriers to employment, but all materials are saved from landfill (30 million pounds a year, to be exact). Talk about getting your green on! It's also a nice feeling when shopping can make you feel good about the way you look, and that what you're doing directly empowers others. There's a new location opening on August 30th at 731 Runnymede Rd, but if you need to source your closest one or want to find out more about how they help, hit their website at www.goodwill.org.

JILL ESCH
editorial@mediaplanet.com

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INSIGHT



UNIQUE INFLUENCES
 Burke's mom is just one of her many fashion influences.
 PHOTO: PRIVATE

A style icon in a world of darkness

Seventeen year old Molly Burke lost her vision three years ago due to retinitis pigmentosa, an eye disease which causes damage to the retina, but although her sight has deteriorated, her heart remains full of hope and joy.

Wearing the crown

In 2009, she won the title of Miss Teen Canada International and raised eight thousand dollars and five thousand teddy bears for the charity the Foundation Fighting Blindness. "I'm not much of a pageant girl. I like rock music, edgy clothes and dying my hair different colors, but when I realized it was a pageant based around fundraising I became really interested," says Burke, who has supported the Foundation Fighting Blindness as a Youth Ambassador since the age of five. But since relinquishing her crown before the 2010 term, she has moved on to focus on other priorities like; school, music and philanthropy

work in her community.

Discovering beauty inside and out

Although Burke is highly recognized for her charitable efforts, it's also her confidence and fashion sense that is laudable. "I love to wear funky sunglasses like Ray Bans. I also like the feel of difference fabrics, like lace tops and other patterns." With assistance from her parents, she's developed an admirable closet and a unique style that is often noticed everywhere she goes. "I can't look in the mirror when I'm shopping to see whether or not something suits my body type, whereas my mom will help me with that," affirms Burke, who takes inspiration from her mother's European style. She exemplifies great strength and proves that behind every obstacle, lies a solution.

PAULEANNA REID
 editorial@mediaplanet.com

CANADIAN DESIGNER PROFILE

While North Americans traditionally took their fashion cues from the European gurus of style, **bright new Canadian talent** means home-grown looks are increasingly in demand.



MEET LADY DUTCH: MONTREAL'S STYLE FORCE

It's no secret that fashion is a global movement, and in a city as eclectic as Toronto you'll often see hints of multi-cultural patterns.

Asian silks, Caribbean beading, and Indian patterns can all be found in today's modern wardrobe, but when it comes to tried and true styles, Europe is often where we find ourselves looking to for inspiration on what's going to be hot in the next season.

Home-grown talent

In 2002, a company called Lady Dutch opened up in Montreal to fulfill North America's young and trendy with European inspired clothing. Lady Dutch offers an all in one trend, with easy silhouettes and a thrown together yet sophisticated appeal that takes you from day and into the night.

"Lady Dutch consistently maintains that signature feminine look in their collection which features fashion-



Katia Piccolino
 Director, Communications and Marketing, Lady Dutch

"Lady Dutch consistently maintains that signature feminine look."

forward tops, sweaters, shirts, pants, skirts, jackets, select denim and a

complete outerwear collection. "The price points are targeted to be in line with today's fiercely competitive market," says Katia Piccolino, the company's director of communications and marketing. Don't let affordability fool you though, you'll find celebrities such as Rhianna, Paris Hilton and Tori Spelling sporting their looks.

Check out their website to see their new fall line-up (and look at the "Publishers Picks" section on page five to see the awesome plaid jacket I'll be sporting this fall).

Read more on the web:
www.ladydutch.com

JILL ESCH
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