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# VITA

FALL FASHION  
BUT MAKE IT  
*2023*

*the*  
September  
Issue

## INSIDE *the* ISSUE

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FASHION **Five iconic bags that need no introduction**

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Editor's DESK

A Note From Noa

In lifestyle publishing, the lead-up to fall often means a flurry of fashion content: what to buy, what to wear. This year, we're doing things a bit differently. Meet 50 of Canada's best secondhand sellers, then take a peek inside the fascinating business of thrifting. We check in with the country's top department stores and intro you to several new local boutiques. As for autumn activities, our travel feature on Jackson, Wyoming, is sure to inspire; or, stay home with a good book and an even better bottle of wine (we've got recommendations for both). As far as what I'm planning on doing from now into fall? Catch me cycling the city on my iGO Rosemont LS eBike—an urban-inspired beauty with a powerful engine that's more than just a means of transportation, it's a gateway to new adventures. Bonus: we're giving away a second iGO electric bike online!

Noa Nichol EDITOR-IN-CHIEF



From fashion brand manager to model, Olivia Wray's main aim—at least, when it comes to making a stylish impact—is to create more diverse representation in marketing and media.

Olivia Wray @OEWRAY



Hi Olivia! Tell us a bit about yourself to start.

I always stumble over this question. I wear a few hats. I work as a wholesale fashion brand manager at a women-led agency, which allows me space to connect brands with businesses. I am a curve/plus-size model with Vancouver's Stranger Agency where I am able to contribute to creating more diverse representation



in marketing and media. I also do some micro-influencing as a content creator, where I have the opportunity to champion small businesses and again connect brands with people.

How do you use your platform to impact those who follow you?

I do my best to use social media as authentically as possible and as a means to express myself. In doing so, I hope to encourage others to do the same. I share whatever is resonating with me in hopes that it may land with someone who can connect with it, be that fashion, beauty, sharing about life and grief, being biracial, my journey with modelling, etc. I've always been a plus-size girl and growing up I didn't see myself represented in media, which hindered my ability to believe I could be a model or work in the fashion industry, or to just even believe I was good enough and that my size would not dictate my capabilities. I needed to see that representation to be inspired and to believe the life I wanted was possible. I hope that in sharing



glimpses of my unfolding journey anyone who's ever felt left out or not good enough can feel like they can exist as they are, that they are good enough and that they can have the life they dream of. I hope my impact through social media just encourages others to love themselves and to chase their dreams.

What are your personal style and wellness mantras?

In fashion, if it feels good, wear it. Full stop. But also buy less but choose well. In wellness, be as kind to your self—mind, body and spirit—as you would be to someone you love.

What do you see as being some key fashion trends for fall and winter?

A lot of tailor-inspired silhouettes for FW23: wide-leg and tapered trousers, oversized blazers, fitted waistcoats and mixing those with sporty-chic styles like cargo pants and bomber jackets. I also think we will continue to see 1990s-inspired denim take lead, especially baggy wide-leg fits balanced with a classic white shirt or button-up with cool detail. Key pieces I'll be investing in: an oversized bomber or letterman-style jacket and a pair of clean, square-toe black-leather boots. Pieces I will be rotating in the coming months will be my favourite wide-leg trousers and cargos by local brand Boheme Goods and a stunning black lace dress I found at local boutique Siista, which I plan to wear with a big blazer and sneakers or leather loafers. ✓

THE MAKING OF THE BRITISH COLUMBIA

September Issue

No. 91 2023

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WINTER READY-TO-WEAR 2023

VITA  
PUBLISHED BY  
VITA DAILY MEDIA INC.  
CANADA POST PUBLICATIONS  
MAIL AGREEMENT #42849020

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f VITADAILY.CA

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# 50 Who Are Thrifty

We scoured the streets—and social media—for Canada's best secondhand sellers

BY MADELEINE CLERIDES

## BECCAS BAGS

This Vancouver business was founded by a millennial with a passion and extensive knowledge of luxury brands, design and e-commerce and a dream to remove the taboo toward consignment and make excellent and like-new condition luxury goods more accessible to consumers.

**Standout (re)sale:** "I take immense pride in finding someone's dream bag, like a Chanel classic flap or Hermès Birkin or Kelly, and they are ... my favourite items to sell. I once had the opportunity to sell the coveted Hermès Himalayan Kelly, and flew to Montreal to hand deliver it to my client. The Himalayan Kelly is the most expensive bag I have ever sold." [Beccasbags.ca](http://Beccasbags.ca)

## BELLWETHERS VINTAGE

A premier destination for true vintage-clothing enthusiasts, with a large curation spanning from the 1940s to the 1990s. From funky shoes to timeless mom jeans, this Ottawa store caters to diverse tastes with a welcoming energy.

[@bellwethersvintage](https://www.instagram.com/bellwethersvintage)

## BETTER OFF DUDS

Better Off Duds celebrates sequins and second chances. This imaginative vintage shop, established in 2012 in Saskatoon, champions gender and size inclusivity. Explore a world of vintage gems from the 1960s to the 1990s. [Betteroffduds.ca](http://Betteroffduds.ca)

## BOUTIQUE EVA B

A secondhand wonderland in Montreal, complete with a charming vegan café, enchanting garden terrace and a treasure trove of quirky vintage delights. Enjoy complimentary popcorn and lemonade as you explore. [Boutiqueevab.com](http://Boutiqueevab.com)

## BRILLIANT CLOTHING BOUTIQUE

Stacey Thompson opened her Halifax boutique in September 2014, in what was originally a beautiful Victorian home. "We have created an amazing space to showcase our pre-loved pieces," she says. "We choose each piece very carefully and are extremely selective of what we take [in]. Many of our pieces are very gently used, others have not been worn at all, but all are in flawless condition!" [Brilliantclothing.ca](http://Brilliantclothing.ca)

## CARTE BLANCHE

Carte Blanche Montreal is known for super-trendy luxury and vintage finds. With marketing exuding Y2K vibes, the boutique attracts a Gen Z clientele. From it-bags to unexpected outfit combos, Carte Blanche is a true fashion-lovers haven. [Carteblancheshop.com](http://Carteblancheshop.com)

## THE CAT'S MEOW COUTURE

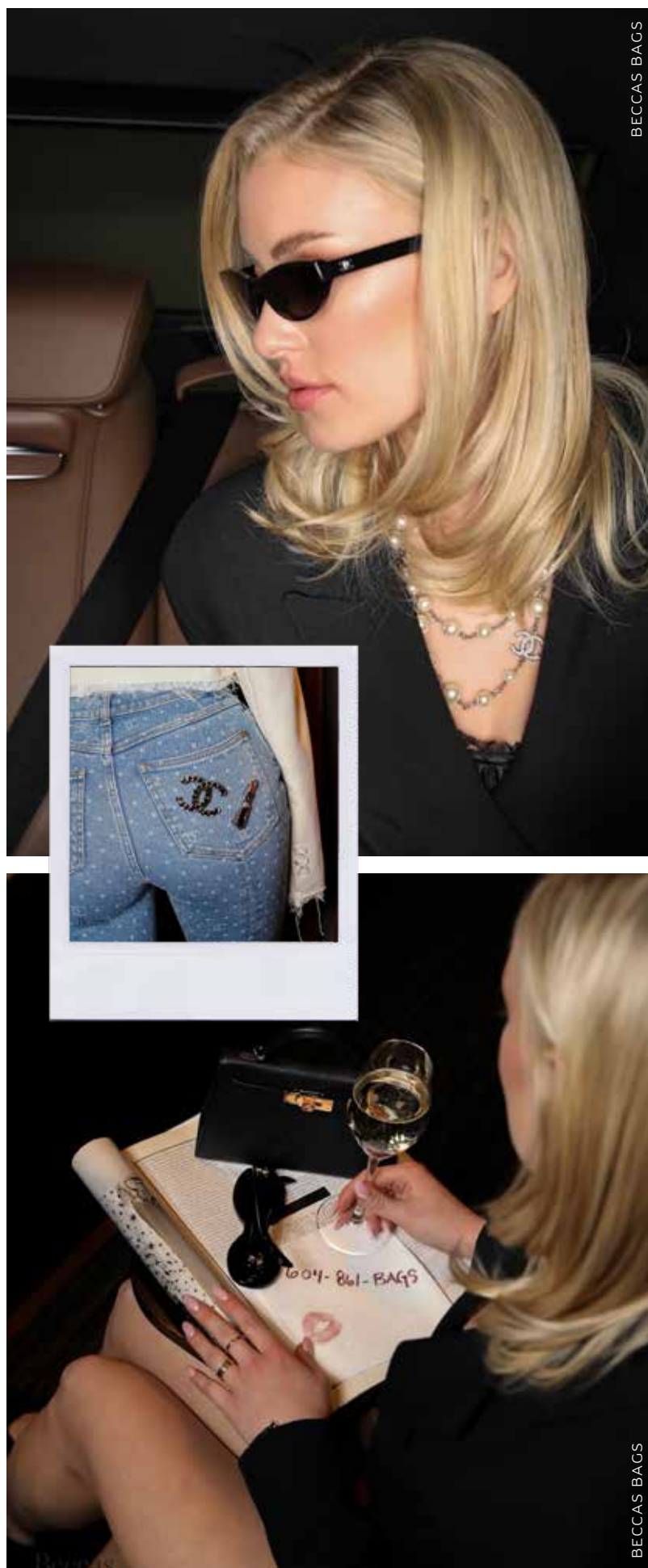
Louise Cooper says she speaks three languages: English, French and fashion. She launched her website in 2004 and went on to open her Toronto shop two years later. "I've always been keen on sustainability and wearing vintage as a way of expressing oneself through fashion," she says. "I love being a fashion archeologist and giving articles discovered a second life." However, she feels the future of reselling is complex: "Consumer behaviour is demanding sustainability from companies, which they are catering to. But the quality of construction is degrading, even among the luxe companies. So, products being produced now, even with fairly traded and sustainable materials, may not last very long." **Standout (re)sale:** A Christian Dior 1957 FW couture black silk-chiffon cocktail dress. "I believe it was from his last collection before his death," she says. "I unearthed it at the Value Village in Oakville. It sold to an actress in L.A. shortly thereafter. I found it very early on in my career, when I was broke, and it helped give the future of The Cat's Meow a leg up." [Thecatsmeow.com](http://Thecatsmeow.com)

## CHARLOTTE & GABRIELLE

Charlotte & Gabrielle is a hidden treasure of high-end consignment in Westmount, Quebec. The store boasts a curated collection of designer shoes, clothes and accessories in excellent condition. [@charlottegabmtl](https://www.instagram.com/charlottegabmtl)

## CITIZEN VINTAGE

In Montreal's Mile End district, Citizen Vintage has, since 2011, crafted a space that blends curated vintage finds with its own unique clothing line. [Citizenvintage.com](http://Citizenvintage.com)



## COLLECTIVE WILL

*Fashion* magazine named Collective Will among Canada's best pre-loved stores, and we have to agree. This brick-and-mortar is located in one of Vancouver's most notable heritage buildings, the Dominion, in the middle of Gastown. Rooted in transparency and the slow-fashion movement, owner Randa Salloum is moving in an upward trajectory thanks to the boom of consignment. **Standout (re)sale:** "When I first launched the online shop in 2021, before having pop-ups and a physical store, I listed a vintage Danier leather jacket. This wasn't just any Danier jacket, it was a cropped varsity style in mint condition. I decided to sell it because I wanted to set the tone of my offering and really should have kept it! Luckily, it sold to one of my closest friends—who refuses to sell it back to me. The jacket was made for her, so I'm OK with that." [Shopcollectivewill.com](http://Shopcollectivewill.com)

## CUL-DE-SAC

Founded in Montreal in 2002, Cul-de-Sac is a hub of local talent and sustainable fashion. Its diverse range includes vintage clothing, jewelry, accessories and creatively repurposed creations. [@culdesac.mtl](https://www.instagram.com/culdesac.mtl)

## DARLING VINTAGE

In Ottawa, Darling Vintage is a great spot for curated quality items. This well-organized boutique offers a selection well beyond the ordinary thrift store. Discover the charm within the unassuming exterior and step into a realm of high-end vintage elegance. [@darlingvintageshop](https://www.instagram.com/darlingvintageshop)

## DRAGON & PHOENIX

Owner Faidra Berda and her mother, Audrey Hubbard, reached a milestone this year, celebrating 40 years in the consignment business in the Dunbar neighbourhood of Vancouver. "We are not only passionate about fashion and protecting the environment, but also for creating a warm and welcoming environment for women to shop, socialize and be themselves," says Berda, pointing to the cucumber water or iced tea that's offered to every client who walks through the door, among other thoughtful details. "We have definitely noticed a huge increase in the number of people that have started shopping resale since the pandemic. If predictions are correct, one in every four purchases will be pre-owned goods within the next few years. We are proud to have been a part of eco-conscious fashion for the past 40 years and we are thrilled to see the world is now embracing the circular fashion philosophy." **Standout (re)sale:** "It feels like Christmas when I see a beautiful orange Hermès box come into the store. I love opening the lid to see each unique scarf that feels more like a work of art than an accessory." [Dragonandphoenix.ca](http://Dragonandphoenix.ca)

## ERA VINTAGE WEAR

Montreal's go-to destination for cleaned and upcycled contemporary and vintage fashion. Browse through eveningwear, summer dresses, fur shawls and more. Looking for something specific? Reach out to the dedicated staff, led by Ms. Elaine, who'll be thrilled to assist. [@eravintagegear](https://www.instagram.com/eravintagegear)

## THE FIND STUDIO

Even though this boutique, nestled in the heart of Vancouver's Gastown, is small, it truly has some real gems (the bag collection is fire). Despite its small size, The Find consistently delivers top-of-the-line goods and ships internationally, to boot. [Thefindstudio.ca](http://Thefindstudio.ca)

## FRONT & COMPANY

Founded in Vancouver in 1993, this Main Street institution is half boutique, half consignment: a one-stop shop for hostess gifts, jewelry and home accessories in addition to curated secondhand goods. [Frontandcompany.com](http://Frontandcompany.com)

## HOUSE OF SAVOY

Founded in 1978, this Victoria-based business prides itself on offering a wide range of goods, including true vintage pieces, designer, formal wear and even bridal. A playful tone makes this thrifty store fun and different from other consignment shops. [Houseofsavoy.ca](http://Houseofsavoy.ca)

## I MISS YOU VINTAGE

Julie Yoo is a veteran of the resale fashion world, specializing in identification, authentication and appraisal of 21st-century vintage couture and contemporary luxury designer-label resale fashion. Her trendy Toronto shop, with its distinctive pink exterior, has assisted clientele like Lady Gaga, runway fashion designers, international museums and fashion archives. "I've always been a lover of fashion and fashion history. I'm fortunate to have built a business around beautiful items that I love working with," she says. **Standout (re)sale:** "We recently sold a limited-edition runway Chanel Hula Hoop bag. Never intended for sale, eventually a few were made available in limited numbers." [Imissyouvintage.com](http://Imissyouvintage.com)

## JADORE COUTURE

Jadore founder Wanda Ngo admired the idea of circular fashion from a young age. "I often resold and purchased pre-loved," she says. "I didn't know then I would end up working in this area of fashion. It brings me so much joy when our customers tell us how happy they are when they receive their packages. And to top it off, we've saved an item from either rotting in someone's closet or ending up in a landfill." **Standout (re)sale:** From Rolexes to Birkins, she's sold many high-ticket items online over the years; but, she says, "Our biggest sale would have to be the rarest Birkin of all: the Himalayan. We sold this beauty for \$250,000." Looking to the future of luxury resale, she's excited to see "how technological advances will change the way we buy and sell." [Jadorecouture.ca](http://Jadorecouture.ca)

## JUNIPER & OAK CONSIGNMENTS

With an extensive inventory of consignment goods, clothing and accessories, Saskatoon's Juniper & Oak offers sustainable shopping with a personal touch. [Juniperandoak.ca](http://Juniperandoak.ca)

## KITSCH'N SWELL

Welcome to a wild world of vintage style, featuring dresses, clothes and bags with 1940s, '50s and early '60s vibes. From pin-up fashion to captivating taxidermy, Kitch'n Swell in Montreal promises a truly memorable visit. [Boutiquekitschnswell.com](http://Boutiquekitschnswell.com)

## LEIDIDONNA LUXE

LeidiDonna Luxe is one of the only businesses in Guelph, Ontario, to service the luxury bag market. A current standout in its collection is the super-rare and limited-edition Hermès In and Out Kelly 25 in Nata Stamp. [Leididonna.com](http://Leididonna.com)

## THE LITTLE SHOP

An unassuming townhouse in Montreal contains a cornucopia of vintage lace, fashion and accessories, textiles, jewelry, hats and boxes. First-timer? Get set to have your photo taken for the gram! [@thelittleshopmtl](https://www.instagram.com/thelittleshopmtl)

## LUXE DU JOUR

With 143,000 followers on Instagram, Luxe du Jour is a key player in the online reselling business. On offer: a "buy now, pay later" feature for Canadians with Affirm and an option to rent luxury items, which sets this business apart from many other consignment stores, nationally. [Luxedujour.ca](http://Luxedujour.ca)





REVENTE

#### LUXMRKT

In Edmonton, this menswear consignment store was started by Simon Budziszyn as “a single shirt sale on eBay—and grew from there.” He says his business was built on “a lot of base hits, not home runs. It’s a matter of consistently finding quality high-demand items that are affordable, and selling those at a profit.” And, he adds, “As more people become conscious of their clothing sources, our industry will grow.” [Luxmrkt.ca](http://Luxmrkt.ca)

#### LUXURY FINDS CONSIGNMENT

After working in luxury retail in various management and leadership positions, founder Christina Adamo wanted to “take a step back to take a step forward” in her career. “I have thirsted for fashion, trends and styling since I was age four. Playing with dolls was never an interest to me; rather, I preferred shopping: touching and feeling fabrics and playing dress up.” Located in Toronto, on Eglinton West, service is by appointment only; look for the red door. **Standout (re)sale:** An extraordinary Kelly Mini. [Luxuryfindsconsignment.com](http://Luxuryfindsconsignment.com)

#### LUXURY MARKET CONSIGNMENT BOUTIQUE

This luxury consignment store in Charlottetown, P.E.I., has garnered rave reviews touting excellent service, amazing prices and great designer items. [Luxurymarketpei.com](http://Luxurymarketpei.com)

#### MINE & YOURS

Owner Courtney Watkins says, “I’ve always loved finding creative ways to showcase my style regardless of the cost. After working and learning about the fashion industry, I decided to focus on building a company that values sustainability and luxury fashion. I now have two brick-and-mortar stores in Vancouver and our newest third store in Toronto, alongside a strong e-commerce presence. Our store is a haven for fashion enthusiasts who appreciate sustainability and style.” **Standout (re)sale:** A Supreme X Louis Vuitton skateboard trunk. “Initially retailing for \$59,000 and now a collector’s item, we have it listed for \$85,000. This item is highly coveted and part of a limited-edition collection.” [MineandYours.com](http://MineandYours.com)

#### MODASELLE

Modaselle, with a location in downtown Vancouver, is a luxury resale boutique specializing in high-end accessories such as handbags, fine jewelry and watches from top recognized brands. Its new arrivals are posted to its site daily at noon. “Many of us invest substantial sums in designer items but, as time progresses, our tastes, lifestyles and inclinations evolve, resulting in these once-prized possessions sitting in our closets collecting dust,” says co-founder Natalie Ivanova. “Modaselle gives customers the ability to buy, sell and trade these items at a much better value than if they were just shopping in the main designer boutiques. We’re blurring the lines between new and pre-owned while offering a sustainable alternative that extends the lifecycle of products and reduces waste.” **Standout (re)sale:** An Hermès Taurillon Novillo Matte Alligator Birkin Touch 25 Bleu Saphir Marine bag. [Modaselle.com](http://Modaselle.com)

#### MOST WANTED LUXURY RESALE

Emily McKay is a born-and-raised Canadian who calls England her second home. “I began my journey in the sustainable fashion landscape after working in photoshoot production in London. I had the privilege of working with luxury brands and magazines. These experiences opened my eyes to the expansive cultural importance of fashion. I realized I wanted to do something to make a positive difference in the industry I’ve always loved.” She opened Most Wanted in Kelowna, in British Columbia’s Okanagan region, after learning about “the horrifically unethical practices that happen behind the glamorous closed doors of this industry.” She’s now a community organizer for the non-profit Remake, fighting to make the fashion industry a force for good. She is also the founder of Rising, an education-based social enterprise dedicated to creating teaching resources on society’s most prevalent issues, like fashion sustainability. “I am a stylist dedicated to only

working with pre-loved clothing and am about to enter my third year of #NoNewClothes,” she says. “While advocacy has become a growing passion, I remain a luxury fashion nerd.” [Mostwantedresale.com](http://Mostwantedresale.com)

#### OAKVILLE CONSIGNMENT

Established in 2019, Oakville Consignment services an upscale area of Toronto on a strictly e-commerce basis, priding itself on competitive consignment rates and excellent pricing on luxury goods. [Oakvilleconsignment.ca](http://Oakvilleconsignment.ca)

#### THE PEACOCK BOUTIQUE

Founded in 1975, this is Calgary’s first consignment store; besides selling, it has been able to donate more than 500,000 articles of clothing to local charities and organizations over the years. [Peacockboutique.com](http://Peacockboutique.com)

#### POSHBAG BOUTIQUE

Poshbag Boutique was founded in 2015 in Ontario and mainly caters to designer bag resale. With worldwide shipping and excellent customer service, you can expect a professional streamlined shopping experience, all online. [Poshbagboutique.com](http://Poshbagboutique.com)

#### RETYCHE

Quebec-based Retyche offers a unique haven for pre-owned luxury bags and accessories. Follow along on Instagram for chic East Coast fashion inspo. [Retyche.com](http://Retyche.com)

#### THE REVENTE

Lauryn Vaughn launched The Revente a decade ago in her basement, and has since grown to a gigantic 4,600-sq-ft boutique in downtown Calgary, with “a retail portion that feels very NYC., and a full warehouse in the back with a shipping location, offices, photo studio, etc.” When she thinks of the future of vintage, Vaughn considers the customer experience: “There will continue to be innovations in technology that allow us to seamlessly resell our purchases and become more a part of the everyday consumer journey. I started another company ReUpp, which does this!” **Standout (re)sale:** “When we get in vintage Hermès and Chanel. We have had some amazing items come through over the years that are limited-edition pieces.” [Therevente.com](http://Therevente.com)

#### RHODA’S ELEGANCE AGAIN

Anything unsuitable for sale at this Saskatchewan-based boutique is donated, rather than ending up in a landfill. Rhoda’s two Regina locations are some of the only stores in the city committed to the sustainability movement of consignment shopping. [Rhodaseleganceregina.ca](http://Rhodaseleganceregina.ca)

#### ROOM 152 CLOTHING BOUTIQUE

In Nova Scotia, Dartmouth’s Room 152 Clothing Boutique curates popular brands, both contemporary and designer. It is committed to sustainability in its pocket of the Canadian Maritimes. [Room152boutique.com](http://Room152boutique.com)

#### RUSE

In Montreal, this beautiful boutique showcases a meticulous array of luxury designer clothing and distinctive contemporary pieces, all made affordable through a consignment ethos. [Ruseboutique.com](http://Ruseboutique.com)

#### THE SEQUEL SALE

In Toronto, Alice Whittick, who runs The Sequel Sale—a shoppable Instagram account and website devoted to high-end resale—says her business is a labour of love, “a way to keep my friends, old and new, well-dressed.” She describes herself as “a moth to a flame when it comes to beautiful things that are priced well.” But, when it comes to thrifting full time, Whittick describes “an intense need to [be] working toward the solution, finding the bridge between what I love and environmental sustainability. If I can help make it easier for a few people to avoid buying fast-fashion brand-new, then I feel like I’ve made a difference.” **Standout (re)sale:** “There is one super-special piece that I have currently for sale. It’s from Simone Rocha—a [red-and-white gown] the designer did exclusively for the online shop Matches. I love that there are so few people in the world who have this!” [The-sequel-sale.square.site](http://The-sequel-sale.square.site)

#### SHOP WOVEN

Founder Nicole McConnell has been picking and reselling for a long time. “I’ve always thrifted and grew up in a poor family so it was mostly out of necessity. I guess I started reselling about 12 years ago when I realized I could make some extra money while on maternity leave.” Now she runs a successful business, with a brick-and-mortar boutique on Vancouver’s East Hastings Street. **Standout (re)sale:** Forty-plus bottles of highly desirable vintage Guerlain perfume; “I got them at auction. I was able to sell them to a collector and she was absolutely thrilled with her stash.” [@shop.woven](http://shop.woven)

#### SHWAP CLUB

Shwap Club staff love helping clients refresh their wardrobes sustainably. This Montreal store boasts a charming ambience with a mid-century lounge, enhancing the fun of exploring colour-coded categories. [Shwapclub.com](http://Shwapclub.com)

#### SO OVER IT

Founded in 2018, So Over It is a premier destination in Winnipeg to shop for pre-loved goods; in fact, it’s the only luxury consignment shop in Manitoba! Founders Rachel and Jordan started the business together in their apartment and have grown it into a community staple. They are highly involved in local events and charitable functions hosted at their store. Their new store opened in 2020 and reflects their young and trendy vibe. [Sooveritshop.com](http://Sooveritshop.com)



LUXURY FINDS CONSIGNMENT



MINE & YOURS



WRINKLED



THE REVENTE



THE SEQUEL SALE



#### STASIA BOUTIQUE

Since 2006, Stasia has been a beacon of quality and trends in Saskatoon. Find in-demand brands and women’s apparel, accessories and footwear. [Stasiaboutique.ca](http://Stasiaboutique.ca)

#### STOXX

This family-run vintage clothing store in Vancouver’s kitschy Kingsgate Mall is uber-cool and thriving. Despite opening six months before COVID, Stoxx has remained steadfast in providing the city with throwback finds and retro vibes. You can find colourful windbreakers, jerseys and authentic vintage tees. [Stoxxvintage.com](http://Stoxxvintage.com)

#### TROVE FASHION

Trove Fashion celebrates consignment with its inviting ambience—think pink walls and funky lighting—in Ottawa’s Hontonburg neighbourhood. [Trovefashion.com](http://Trovefashion.com)

#### TURNABOUT LUXURY RESALE

Turnabout, with eight stores, was created by founder Joy Mauro; its Fraser Street location in Vancouver is Canada’s first luxury clothing reseller to add a completely non-profit location to its business model. “This concept retail shop operates on a cost-recovery model, with all profits donated to charity,” she says, adding, “You can rely on each location of Turnabout having luxury goods, but each store caters its inventory slightly to its neighbourhood. We are working hard to build a complete sustainable circle for our clients.” [Turnabout.com](http://Turnabout.com)

#### UNDERGROUND TRENDS

Underground Trends in Saskatoon, Saskatchewan, brings the joy of thrifting to new heights. Enthusiastic staff members are ready to assist you in finding exceptional items, making your visit a delightful and efficient treasure hunt. [Undergroundtrends.ca](http://Undergroundtrends.ca)

#### VERVE FASHION

An exceptional collection of current and trendy pieces. With quality brands and attractive prices, Verve, in Victoria, offers hidden gems to update your wardrobe—and a social media feed to envy! [Verve-fashion-inc.myshopify.com](http://Verve-fashion-inc.myshopify.com)

#### VICTOIRE

Victoire is a leading boutique for curated Canadian-made fashion. Since 2006, Victoire, located in Ottawa, Ontario, has been a trailblazer in showcasing the talent of established and emerging designers, while also championing sustainable and ethical business practices. [Victoireboutique.com](http://Victoireboutique.com)

#### WRINKLED

Delve into a diverse selection of sizes and styles, including footwear, at Edmonton’s Wrinkled. Despite its consignment roots, this boutique boasts a bright and clean space with many items new with tags. [Wrinkled.ca](http://Wrinkled.ca)



MINE & YOURS



WRINKLED



# The Business of Thrift

The ins and outs of resale and vintage  
BY JILL VON SPRECKEN

The thrill of the hunt. A gem among junk. Thrifting is a skill that comes with a certain cultural cache—"Oh this? It's vintage!"—and the satisfaction of finding a deal. A vintage item suggests a certain amount of time spent scouring the racks at Value Village. But if someone else did the scouring for you, what then?

That's where the resale market comes in. These days, it's big business—and it's getting bigger. According to a trend report by ThredUp, resale is driving the secondhand market share, which is projected to double over the next decade, outpacing fast fashion (and nearly every other channel).

But first things first: the lingo. Vintage isn't just a blanket term for a preloved item—it refers to an item between 20 and 99 years old. (Anything older is antique.) "You can do a whole story on companies calling things vintage ... they're lying to their customers," says Randa Salloum, owner of Vancouver-based consignment shop Collective Will. "I'm very careful when I do the buying for the shop. If someone doesn't know how old their pieces are, but we suspect it's vintage, I still will not call it vintage."

And then there's resale, which is a blanket term that can encompass vintage as well as any preloved item. The consensus among resellers is that once you've entered a curated secondhand shop, you've left thrifting territory. But if that's where you're shopping, can you call yourself a thrifter? Another consensus: it doesn't really matter. But Salloum explains it this way: "Remember the episode of Seinfeld where Elaine gave the big salad, but George bought it?"

"It's not like you're stopping in once a week and getting all the best stuff, because it takes a lot of determination," says Nicole McConnell. "I can't even explain how arduous the process is,



COLLECTIVE WILL

picking a collection of thrift." She is the owner-operator of secondhand boutique Shop Woven, and its sister shop Woven Benevolent Society, which focuses on clothing equality ("It's not a lack of supply, it's a lack of equal distribution"). Shops like hers and Salloum's offer curated secondhand shopping experiences, saving customers the time and effort of searching through the racks.

And when searching for treasure, it's no surprise that seasoned thrifters approach the hunt differently. McConnell, who thrifts to stock her East Vancouver store, has a few tricks up her sleeve. "Watching the racks that are rolled out first. Knowing the tagging system. Being really nice to the employees." (To that last point, she's



COLLECTIVE WILL

brought in doughnuts for thrift store staff before.) Salloum's shop is consignment, but she knows how to tell pros from casual thrifters. "It's elbows up," she says. "They're always going to be the first ones in the store. And you know them because of the speed at which they're shopping ... they never take a cart with them. They just throw everything on their arms because they don't have time for like, taking their time." And take note: if something's out of place, it might be deliberate. "If you go to the racks and find clothes that are just tossed behind a rack, it's because someone's hiding stuff," she says.

The labour-intensive work of thrifting is also done by resellers like Tishon Jno-Baptiste and Kyle Gardiner, who then use the online platform Poshmark to host their "closets": Dealonstyle and iSpyLuxury. The pair has sold more than 1,000 items since January of this year, not long after the platform launched a new livestream feature called Posh Shows. "You're almost having an in-person shopping experience, but you're virtual," explains Jno-Baptiste. "With live selling, what helps is being able to showcase our personality, showcase who we are to our community. It helps people put a face to who our brand is."

Founder and CEO of Poshmark, Manish Chandra, reiterates how important it is to bring community back to online shopping. "We launched live selling via Posh Shows as a way for sellers and shoppers to connect live, build stronger customer relationships and move inventory efficiently in real time," he says. He credits his grandfather's shop in Delhi, India, for helping to shape his vision. "It was this vibrant, social experience that showed me that commerce thrives on human connection."

For Jno-Baptiste and Gardiner, this is a side-hustle, so they appreciate that the platform comes pre-loaded with features that encourage success. "I love that there's tools built in," says Gardiner. "Part of the 20 per cent that we pay to Poshmark for using their services comes along with these marketing tools that they have built in. So items that are in our inventory and in our store are still going to be pushed through the SEO system, and going to be pulled up in searches."

Salloum, who has an online component to her shop, confirms that online is a tough market if you're doing everything yourself. "I uploaded photographs of my model and the pieces every single week. Every piece of the store was at one point online but, at the end of the day, that secondhand shopper really does want to come in and try it on," she says. "Secondhand online is really difficult."

But when it's good, it can be really good. Alice Whittick can attest, as the owner-operator of The Sequel Sale, a Toronto-based shoppable Instagram account and website devoted to high-end resale. "For online, the most important trait you need is to be detail-oriented. There are many, many, many details to each garment, and you want to communicate all of those to your buyer as if they were looking at it and holding it for themselves. It can be hard to find words for how it feels, for the fabric and the fit and the vibes."

So why has secondhand skyrocketed? The answer is, of course, that there's no one answer. But sustainability is a common theme. "Those who consider secondhand first are not only smart shoppers, but also are like little environmental angels," says Whittick. And according to Chandra, that eco-friendly movement may be largely driven by younger generations, whose spending power is on the rise. "People are increasingly recognizing their collective impacts on the world, especially Gen Z, who are embracing secondhand as a way to shop for unique, one-of-a-kind pieces while keeping fashion out of landfills."

Of course, value is a factor, as is the desire to stand out from the crowd. "A lot of people love the idea that they are getting things that other people, for the most part, can't just go out and buy—a wardrobe purchased resale is bound to be more unique and a lot harder to copy," says Whittick. "I don't think people feel cool showing up wearing brand new items purchased from a fast-fashion retailer anymore."

It's more than just getting dressed—our identity, the planet, and the circular economy are all wrapped up in the business of resale. Plus, it's a pretty cool job. "There's a lot more competition, but there's still enough to go around," says McConnell. "I just find it really delightful that people are creating their own jobs out of a passion for fashion." ▽



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"You can do a whole story on companies calling things vintage ... they're lying to their customers"



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# Accessories

## For All

The need for more size-inclusive belts, bags and bling is real

BY ALEESHA HARRIS

While the term “plus-size” has become part of the fashion vernacular for clothes, the category—and the associated inclusive sizing that comes with it—remains largely absent from accessories. “It can be tough to find modern, trend-focused pieces of jewelry with longer-length necklaces, more ring sizes and bracelets of varying length,” confirms Lydia Okello, a Vancouver-based content creator at @styleisstyle, writer and model.

Instead of offering a selection of extended sizes, many jewelry brands stick close to the “standard” sizing widely used within the industry, Okello says. A quick online search of ring sizes yields charts boasting a range of sizes spanning three to 13.5, yet women’s rings are often only offered in a small selection of sizes ranging from five to seven. “I don’t think plus-size customers are often thought of in this realm, unfortunately,” explains Okello, attributing the omission to “fat-phobic notions” of the “ideal” jewelry shoppers. “If the industry were open to size expansion—whether that’s a custom option, limited run or part of the main line—I do think there is a wide customer base waiting for companies like this.”

While many mainstream jewelry brands continue to ignore sizes on both ends of the “standard” spectrum, up-and-coming independent brands are stepping in to fill the void. “I don’t think the fashion industry, as a whole, is considerate, but there are definitely little pockets of the industry finally seeing the light and value in creating more size-inclusive options,” Connie Hackett, a B.C.-based content creator (@constancelh) and marketing pro, says. “Something that feels like a niche market at this point is such a large part of the population that the fashion industry is truly missing out on.”

With a ring size of 11, Hackett says her experience shopping for the perfect piece is “mostly dismal. ... For years I’ve lived my life just simply living without certain accessories or jewelry because it wasn’t readily available to me. It’s only after seeing more retailers, mostly through Instagram and TikTok, creating these options that I’ve realized how much I’ve missed out on. And that makes me incredibly sad. [But] it also makes me excited about all the accessories I’m going to finally enjoy as the industry, slowly, improves.”

This frustration and feeling of missing out is one that small brands like Vancouver-based brand Zaleska, Wolf Circus and Foe & Dear aim to ease by offering size-inclusive jewelry designs, including a broader range of ring sizes and custom-cut necklace chains. “Zaleska Jewelry is what jewelry dreams are made of. Everything is thoughtfully designed, made by hand and size inclusive,” Hackett says. “It’s so nice having a shopping experience that doesn’t feel like an ‘othering’ experience. There is such a wide variety of things that I know I’ll be able to recommend this brand to everyone in my life, both those who require extended sizing and those who don’t.”

That feeling of inclusivity—of finding jewelry that is, finally, a perfect fit—is what inspired founder Sylvia Tennant to create the brand in the first place. “I started designing jewelry because I couldn’t find rings that fit my fingers,” she says. “Options simply did not exist in the price



PHOTOS: NICOLE ROBERTSON/ZALESKA



point and sizing that I needed. I wanted to create a brand that said, ‘Hi! I see you like fashion. You are welcome and considered as a consumer here.’”

Tennant points to two main barriers facing jewelry makers when it comes to creating size-inclusive jewelry pieces: a bigger investment in scaling the designs to fit more sizes, and a need to carry more inventory to meet more shoppers’ size needs. “We want someone with a size four finger and a size 15 finger to have the same customer experience wearing our jewelry, and that requires three separate carvings and masters for each design,” she explains. “I imagine it’s often a resource issue, but it may also be due to the fact that this is not the lived experience of their owners or designers. Unless you’ve struggled with an issue, you might have no idea that it exists. We all have our blind spots.”

The size-inclusive conversation doesn’t end with jewelry. “I wish more bag-makers would make varied lengths for straps,” Okello says, pointing to the brand Baggu as one that recently increased the length of all their crossbody bag straps this year while also offering strap extenders for older designs. “Strap length is something I’ve personally had issues with, so I was excited to see a brand as large as Baggu take this step. I would love to see more things like this.”

Kendall Barber, co-founder of the Canadian footwear brand Poppy Barley, is, too, taking steps to change the standards of inclusivity for shoes. “We started Poppy Barley to create a better-fitting shoe,” Barber says. “Stepping into the right size—length and width—plays a big role in comfort. Being size-inclusive is part of Poppy Barley’s DNA. It’s who we are as a company and as women.” Citing increased costs and complexity of design—“every additional half size or different width requires a new shoe last, new sole, new insole, new pattern and additional fit testing”—as well as a decreased market due to the fact that sizes six to 10 typically fit “80 to 90 per cent of women’s shoe purchases,” she says the brand won’t back down when it comes to ensuring at least a few styles in the range include sizes five to 12 and medium as well as wide widths.

“Customers are enthusiastic about our expanded size offering, especially those that have very few options,” Barber says, adding that, while she’s hopeful more brands follow suit with extended footwear sizing, at this point, she’s not overly optimistic. “Advances in shoe-industry technology will continue to remove barriers and reduce costs to produce additional sizes, however, inclusive sizing is still a niche.”

As for what brands can do to increase their accessories offering for all, Okello suggests taking the step to create the pieces first—and then making sure people know they’re there. “Please market to plus-size folks!” Okello says. “Show the items on plus models, reach out to plus-size influencers and make sure you seek out that market.”



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# Processing Power

Fermented ingredients are popping up in beauty products. What does that mean for skin?

BY AILEEN LALOR

The past few years have seen a lot of skincare lovers fixate upon ingredients, adding words like hyaluronic acid, retinol and ceramides to our vocabularies and peering over percentages to ensure we're getting the maximum concentration. But cosmetic scientists say that's not really the right approach; it's not necessarily about what's in your products or even the quantity but rather how it's processed so your skin can use it.

One way of processing ingredients that's being talked about a lot these days? Fermentation, where carbohydrates are converted using yeast to other substances. We often think of fermentation as it pertains to probiotic food like kimchi, yoghurt and kombucha, or beer. But the process is far more versatile than that, and it's nothing new in the beauty industry.

"Fermentation is a natural process, by which microorganisms break down larger-sized raw materials into smaller, lower-molecular-weight structures," says U Beauty's VP of product development, Caroline Sands. "As a result, fermentation yields bio-ferments—new materials that are deeper-penetrating and more easily absorbed. Through fermentation, it's possible to create ingredients with higher bioactivity, bioavailability, improved effectiveness and better skin compatibility and penetration."

One of the first people to use it for skincare was Dr. Max Huber, founder of La Mer. "Our craft and fermentation process, which took 6,000 experiments and 12 years of searching to develop the blueprint for, is proprietary and unique," says Paul Tchinnis, executive director, R&D for the brand. "The process begins with giant sea kelp, a self-generating plant and one of the fastest-growing forms of life on earth." Fermentation, accompanied by the energies of vibrating copper plates and waves of light, transforms the kelp plus vitamins and minerals into Miracle Broth—a proprietary ingredient that soothes inflammation and helps skin to renew, naturally.



LALOVIE BY JENNIFER ANISTON

Ida Wong, Clinique's VP global product development for skincare and makeup, says sometimes fermentation can also be used to convert ingredients that, in their original state, might impact the colour or smell of a formula. "By fermenting these ingredients through the bioconversion process, we are overcoming many of these negative attributes while optimizing the efficacious components of the ingredients," she explains. "We are also at the same time creating a new molecule which is now water soluble [and] has increased efficacy over the control (the ingredient in its original form)."

Clinique uses fermented ingredients in several products, like the newest iteration of its Moisture Surge 100H moisturizer. For this, the brand has taken soothing aloe vera and given it extra oomph by fermenting it. "The formula is effectively combating dehydration instantly, all day, and long term to restore skin's glow," Wong explains. Clinique and La Mer's sibling brand Estée Lauder also integrates fermented ingredients in much of its skincare, including the iconic Advanced Night Repair and the new Nutritious range, which is aimed at younger customers and has fermented red algae and coconut water.

Fermented ingredients aren't just used in facial skincare, they're a component of bodycare, too, like U Beauty's Resurfacing Body Compound, and even haircare and makeup. Jennifer Aniston's company, LolaVie uses a ferment of bamboo shoots, stalks and leaves in its Restorative Shampoo and Conditioner. Lady Gaga's Haus Labs' latest Color Fuse Blush has fermented arnica, which helps reduce redness and inflammation. So why are people suddenly talking about them now?

Most of us are more aware of fermentation in food these days. Tchinnis says it's also due to how savvy customers are. "Consumers are continually looking for efficacious formulas with potent ingredients and skin benefits, such as anti-aging, and are increasingly concerned about their environmental impact," he explains. Antwi agrees. "Customers are getting very smart about what they are putting inside their bodies and on their skin," she says. "They want us to explain the ingredients and the process. When I started in the industry it was all about oh, nice product, tell me the claims. Now it's, what exactly is it going to do for my skin, where do the ingredients come from, how do you make it? For me that's wonderful! I'm here! Let's talk about it—bring on the science." ▽



Squalane, the lightweight moisturizing ingredient that's in many oils, serums and moisturizers, is another fermented ingredient. "It's created by fermenting sugar cane," says Abena Antwi, a cosmetic scientist and associate director of product design at Burt's Bees. "It's a replacement for silicones and petrochemical ingredients, which we don't use in our formulations. In our SPF30 Sensitive Solutions Calming Day Lotion it helps disperse the zinc oxide so the formulation is lightweight and not powdery." Using plant-derived ingredients rather than petrochemical ones is better for the environment because it doesn't support the fossil-fuel industry, and it also requires less water.

In total, Burt's Bees uses more than 100 ingredients created from fermentation and is always working on new ones; Antwi is currently developing a line with fermented honey blossom that can calm skin with acne.



## Generation Ginseng

BY NOA NICHOL

First-class skincare products are our love language, but what if there was a way to enhance their efficacy—to make them work even better? Sulwhasoo's First Care Activating Serum 6th Generation is a boosting serum that improves the absorption of subsequent products in your skincare lineup after cleansing.

The sixth generation of this renowned serum (one bottle is sold every seven seconds in Canada) contains Sulwhasoo Master Complex, a.k.a. ginseng combined with a master blend of five Korean herbs (lotus, white lily, peony, Solomon's Seal and rehmannia). This potent potion helps activate the skin's potential and strengthen the skin's natural abilities, resulting in an improved ability to strengthen the skin's barrier compared to previous generations.

It's all backed by Ginseng Technology, comprised of rare ginseng saponin that's

obtained after 500 hours of natural ripening and then transformed via bioconversion technology, which mimics the metabolic process of ginseng that's been consumed and broken down by digestive enzymes in the body, allowing it to be utilized by the skin at 6,000 times the concentration.

Best believe the benefits of Sulwhasoo First Care Activating Serum 6th Generation are plenty: it helps balance skin's oil and moisture levels, provides all-day hydration and tackles 10 signs of aging. It also improves elasticity, promotes a more lifted appearance, works on pores, evens out rough texture and improves the brightness, tone, gloss, transparency and radiance of skin. Your skin will feel smoother, healthier, brighter and more even with continued regular use. Find it from September 8 at Sephora. [Sephora.com](https://www.sephora.com)



# Department *Stories*

With the closure of Nordstrom, it's a transitional time for Canada's retail landscape

BY ALEESHA HARRIS

The March 2023 announcement by Nordstrom stating its intent to shutter all 13 of its Canadian stores—including six Nordstrom and seven Nordstrom Rack locations—as well as its e-commerce operations at Nordstrom.ca, left many in the retail world reeling. Open in Canada since 2014, with locations in cities including Vancouver, Calgary and Toronto, the Seattle-headquartered company's decision was cited as being due to an inability to “see a realistic path to profitability for the Canadian business,” according to a statement. In addition to being a huge hit to employees, Michelle Addison, a Vancouver-based retail industry insider who worked at the Vancouver Nordstrom location as one of the top-performing personal shoppers in the company, says the closure leaves a void in the Canadian retail landscape.

“So many talented people lost their jobs, very well-paying jobs, and this is a huge loss to them and their families that rely on that income,” Addison says. “I feel that the departure of Nordstrom is an indication of declining fashion options in Canada ... Nordstrom allowed a diverse price point to the Canadian customer. The customer will have to work much harder at finding new brands, price points or finding a wide range of sizing.”

As a retail insider for well over a decade, Addison has a distinct perspective as to what makes the Canadian retail landscape simultaneously one of a kind—and challenging. “I think what makes the Canadian retail market unique is that our country is made up of so many diverse people, living far apart, in different climates and all with different needs and different economic abilities to spend disposable income,” she says, adding that she's also noted a shift in the country's retail consumer base as playing a role in its challenging landscape.

“I have seen a decrease in the ‘middle,’ leaving high and low shoppers. Clients who used to shop all the time shop less frequently now and are more conscious of what they buy. The demand for luxury shopping is still high, but clients want more information on the products, styling and expect a high level of service for their loyalty.”

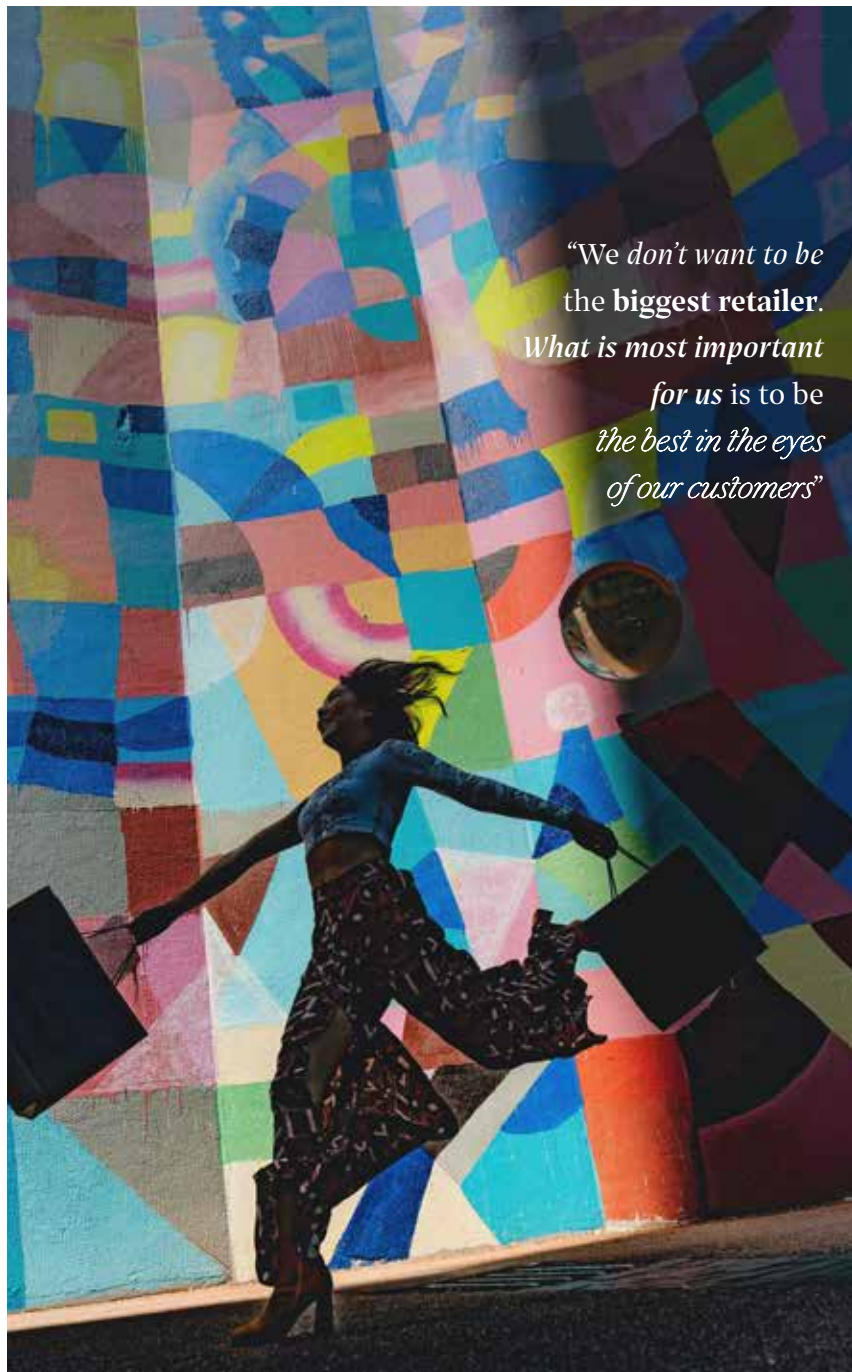
The pandemic, and its related retail hurdles such as temporary store closures and a decrease in in-person shopping, as well as a general slowdown in the economy, also play into this shift, she says. “Buying for the customer is a challenge as disposable incomes change, as travel goes up, or interest rates, or food prices rise. The same customer may not repeat the same patterns year-to-year depending on their changing budget,” Addison explains. “Investment pieces and high-value products are regarded and valued vastly different than they were before the pandemic.”

Despite these challenges, she says there can be a silver lining to the departure of Nordstrom. “The good news is that it will make consumers more mindful, and this leads to sustainable shopping, more support for local brands [and gives] small boutiques and bigger Canadian department stores a chance to catch some of the market.”

In operation since 1837, Canadian department store Holt Renfrew is at the “forefront” of the retail scene thanks to its interest in the luxury retail space with initiatives that highlight sustainability. “The Holt Renfrew business is strong and we have momentum heading into 2023, as a Canadian, purpose-led company focused on delivering our mission to empower self-expression and ignite positive change,” Adam Grachnik, DVP and lead of corporate affairs and communications, says. “We are unified by our values and believe in the future, making significant investments in our store network, evolving our spaces for even more meaningful connection and experiences for all our stakeholders.”

Grachnik points to developments such as a renewed lease on Holt Renfrew's Calgary location and enhancement of its Yorkdale location as two indicators of the company's emphasis on strengthening its “position and shopping experience” for the Canadian fashion customer. The emphasis on growth is echoed by Bernard Leblanc, president and CEO at La Maison Simons. The 183-year-old Quebec-headquartered retailer operates 16 beautiful stores across Canada, with a 17th opening in Halifax in 2024. The company, Leblanc says, is “analyzing all potential opportunities in Canadian markets,” noting a particular interest for growth in the Metro Vancouver and Greater Toronto areas.

“We are not rushing things and are



*“We don't want to be the biggest retailer. What is most important for us is to be the best in the eyes of our customers”*

patiently waiting for the right opportunity, at the right moment, in the right place, at the right price,” Leblanc says. “We don't want to be the biggest retailer. What is most important for us is to be the best in the eyes of our customers.” He adds that the in-store experience will be a primary emphasis for Simons moving forward. “The pandemic has certainly brought about major upheaval in the retail sector in general and I believe that we are currently at a crossroads: online shopping has seen tremendous growth in recent years but, at the same time, there is a strong return to in-store sales,” he explains. “This proves, beyond a doubt, that consumers want to enjoy a hybrid shopping experience and that the in-store experience remains essential.”

The requirement of having both in-store and e-commerce strength is an additional element playing into the challenging landscape of Canadian retail, according to Leblanc. “Since retailers will need to offer customers a seamless and exceptional unified shopping experience, without any breaking point, wherever and whenever the customer wants. That's not an easy task, but, in my eyes, it's a very important one.”

In addition to emphasizing up-and-coming designers and in-house brands such as Édito par Simons, a high-end capsule collection from the company conceived by more than 175 designers and creatives in the fashion scene, Leblanc stresses that providing a complete, “seamless” customer service approach will be their main mission moving forward. And, the investment of Canadian retailers such as Holt Renfrew and Simons in the market leaves Addison confident they will close the gap left behind by the departure of Nordstrom this summer. “Department stores are not dead,” she says. “I think we are prime for disruption in department stores and creating new experiences in-store is just one way to change the game.” ▼



PHOTO: BEN RAHIN



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# Bag Check

A classic in hand is worth, well, a lot

BY ALEESHA HARRIS

Handbag revivals have been a hot topic this year. Luxury fashion brands including Gucci, Fendi, Marc Jacobs and Michael Kors celebrated anniversaries of iconic accessory silhouettes by releasing commemorative re-editions. The increasing number of nostalgic drops coincides with a rising demand for them from consumers, according to Stephanie Gonzalez, retail merchandiser and pricing specialist at the online retailer Fashionphile.

"Historically, re-editions were not as popular as they currently are," Gonzalez says. The current allure, according to the handbag expert, has much to do with the pull of throwback fashion popularized on Instagram and TikTok. "The revival of the '90s and Y2K has played a big role in designer re-edition handbags," Gonzalez adds. "Celebrities and influencers are seen endorsing these bags, which makes popularity stronger."

While handbag collectors have long admired iconic styles from major fashion houses, Gonzalez points to Italian fashion brand Prada as one of the main motivators behind the mainstream interest in recent archive revivals. "Miuccia Prada reinvented the Mini Re-Edition 2000 Bag, which still to this day is popular among our customers," Gonzalez says. "There is also Gucci featuring the Monogram Horsebit Clutch on their latest runway show. The Horsebit Clutch has been a favourite for those obsessed with archival pieces and we have seen this reflected on demand."

While tweaked for the customers of today, reissue handbags don't typically stray too far from their original design. After all, they are positioned as classics for a reason. "Re-editions typically are altered to look like our current times but maintain a very similar silhouette to the original model," Gonzalez says. "Often hardware, textile and interior are updated as these sometimes can be key features of older models."



FAIRLY CURATED



When American designer Michael Kors looked to revisit the heritage Astor handbag, which was first introduced in 2004 and paid homage to the theatre outpost Astor Place in New York City, he stuck to the less-is-more approach to reimagining the handbag's original silhouette. "The sporty glamour that exemplified the early Aughties seems incredibly relevant to the way we are all living and dressing today," Kors says of the studded design. "The Astor bag is truly one of those things in your wardrobe, like a great pair of jeans, that gets better and better with time."

For the 25th anniversary of Italian fashion house Fendi's iconic Baguette handbag, the company created an entire runway show in celebration of the style. "It was a special day when I designed this bag; the stars aligned," Silvia Venturini Fendi, artistic director of accessories and menswear at Fendi, said of the bag she first imagined in 1997. The release tapped into creative partners including Kim Jones, the artistic director of couture and womenswear at Fendi, along with designer Marc Jacobs, American luxury jewelry brand Tiffany & Co., and more. To date, the Fendi Baguette has been reimagined in more than a thousand different styles, including iterations in sequins, precious stones, and exotic skins. But its recognizable, rectangular silhouette has remained much the same.

Gucci's Jackie handbag, first introduced in 1961, is another handbag design enjoying a renaissance in recent seasons. The top-handle design has been issued in three sizes—mini, small and medium—and in a variety of different materials including leather, monogram canvas and more. A functional crossbody strap—removable in order to stick close to the original design—has also been introduced this year.

As designer handbags are increasingly positioned as wise investments for fashion enthusiasts, Gonzalez says these iconic styles—in both their original and reissued forms—are solid purchases that outlast trends. "Preloved and vintage can get you more for your money," she says. "And, if you end up wanting to upgrade your bag, you can always sell it back to Fashionphile and invest in a more expensive, latest edition. You get the best of both worlds." ▾

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## The Five Icons

Often copied and instantly recognizable, these five handbags need no introduction

### CHANEL 2.55

Created by Chanel founder Gabrielle "Coco" Chanel, the classic shoulder bag was first released in February 1955, which garnered it the moniker 2.55. Featuring the Mademoiselle turnlock closure, a flat, metal-link chain strap and diamond quilting on the leather, it served as the foundation for the 11.12 handbag—also known as the Chanel Classic Flap—that was released in 1983 by Karl Lagerfeld and continues to be one of the most sought-after handbag styles today.

### FENDI BAGUETTE

Designed to be the perfect under-the-arm accessory, the Fendi Baguette was first released in 1997. Popularized by pop culture appearances—"It's a Baguette," Sarah Jessica Parker famously corrected in an episode of *Sex and the City*—the design has become a fave with fashion insiders. Reissued in 2019, the Baguette, with its recognizable double-F hardware and rectangular shape, continues to be reimagined each season in new sizes and materials, each one more covetable than before.

### DIOR LADY DIOR

This iconic two-handle handbag was first released by Dior without a name. Featuring the Cannage motif, which dates back to the pattern found on the Napoleon III seats Christian Dior used at his early fashion shows, to the D-I-O-R charms that dangle from its hardware (inspired by Dior's personal lucky charms), the structured tote had all the earmarks of an instant classic.

But it wasn't until 1995, said to be the first time that Lady Diana, Princess of Wales, wore the bag, that it earned the moniker the Lady Dior. Updated in materials and with accoutrements such as customizable charms, the bag has since achieved cult-classic status.

### LOUIS VUITTON SPEEDY

Rich with history, the Louis Vuitton Speedy was released during the travel revolution of the 1930s. Resembling a doctor's bag, the two-handle design was originally referred to as the Express. Fast-forward more than 90 years, and the monogram canvas creation lives on within the French luxury brand's collection to this day, with few changes beyond the addition of the 25-, 35- and 40-centimetre versions. In his first collection as Louis Vuitton men's creative director this year, Pharrell Williams breathed new life into the style, showcasing it in a few fresh hues.

### HERMÈS BIRKIN

Perhaps one of the most sought-after handbags of all time, the Birkin from Hermès was given its name after then-CEO Jean-Louis Dumas had a fortuitous conversation with actress Jane Birkin during a flight from Paris to London, where she lamented her inability to find an everyday bag as a busy mom. Dumas sketched the bag immediately, including space for a baby's bottle. Since released in a selection of sizes and materials, the coveted handbag creation has inspired waitlists to purchase and commands higher-than-retail prices at resale.



# Hot Shops

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Did you know that Western Canada's largest independent Birkenstock retailer is located on the corner of West 4th Avenue and Fir Street? The Right Shoe, which has offered a variety of the world-famous sandal for more than 30 years, opened its flagship Birkenstock boutique in 2016. Now the shop is helping to celebrate the milestones of three iconic Birkenstock styles—the Madrid, Arizona and Gizeh—with colourful exterior and interior murals by local artists Rory Doyle, Mega McGrath and Arleigh Wood. Visit the store to view the art, and gaze in awe at dozens upon dozens of Birkenstock sandals; you're sure to walk out with just the right shoe for you. **1601 W. 4th Ave., 604-737-6014. Therightshoe.ca** NOA NICHOL

**MICHAEL KORS PACIFIC CENTRE**  
A brand-new Michael Kors boutique has opened in Pacific Centre shopping mall, boasting 2,500 square feet of super-stylish finds for men and women from the label's various collections, including ready-to-wear clothing, bags, sunglasses and watches, and a curated assortment of pieces from the Michael Kors Collection, which appear in the designer's runway shows. The space also includes the brand's first full shoe salon in Canada, featuring floor-to-ceiling displays of the company's latest footwear designs. **701 W. Georgia St. #R124, 604-403-1652. Michaelkors.ca** NOA NICHOL



**MONOS**  
Monos has opened its first-ever boutique on Kitsilano's trend-driven West 4th Avenue, setting its travel offerings apart with an elevated shopping experience. Shop sleek luggage, duffels, backpacks and slings in functional and fashionable designs, and check unique collabs with partners like Magnolia Bakery. The space invites you to take a moment to escape while planning for your next getaway via experience portals, engraved luggage tags available with every purchase and even slots to double-check carry-on allowances. Of note: Monos' new Sage Green collection, in store and online now. Life certainly is a trip. **2131 W. 4th Ave., 604-200-8980. Monos.com** VICKI DUONG

**TALLU**  
Mount Pleasant is home to a new haven for wellness enthusiasts seeking high-quality, organic products to enhance their physical, mental and emotional well-being. Tallu founder Katherine Evans' aim is "to create a space where people can discover products that empower them on their wellness journey, while also fostering a sense of community and shared growth." Find products for home, pets and self, such as soaps, room sprays, body butters and hair cleansers, created in small batches and presented in sustainable packaging. **186 W. 8th Ave., 604-901-0899. Tallu.ca** NOA NICHOL



**CATHAY PACIFIC LOUNGE**  
The experience of waiting for flight CX865 to Hong Kong has just been elevated, thanks to the reopening of the Cathay Pacific Lounge in the International Terminal of Vancouver International Airport, between departure gates D70 and D71. With a seating capacity of 108, the lounge, designed by London-based firm Studioilse, features warm, natural materials like cherrywood and limestone alongside softened acoustics and lighting to create an environment that helps you feel relaxed. Specially sourced artwork reflects the local culture of B.C., and natural sunlight filters through the windows; take a seat in a comfy bespoke chair and enjoy free Wi-Fi throughout the lounge. Food-wise, a signature Noodle Bar offers a selection of dishes like wonton noodle soup, dan dan noodle soup and authentic Hong Kong-style fish ball noodle soup. Another dining highlight is The Pantry, stocked with cold cuts, cheeses, salads, international hot food, fruits, desserts, wines, spirits and non-alcoholic beverages. The lounge is open to First and Business Class passengers travelling on Cathay Pacific, Cathay members with Silver Card status or above and members of all tiers who earn lounge passes and/or their friends and family, including Oneworld members with Sapphire status or above and First and Business Class passengers travelling on Oneworld partners. Cheers to a fantastic flight! **Cathaypacific.com** NOA NICHOL

# Books & Bottles

BY NOA NICHOL

Back to school for us means time to crack open a new book ... and a well-paired bottle of wine. The following duos—including best-selling titles and titles—are matches made in literary heaven.

Colleen Hoover's *It Ends With Us* tells the story of Lily Bloom—a workaholic with a too-good-to-be-true romance, who can't stop thinking about her first love. (It's soon to be a film starring Blake Lively and Justin Baldoni.) Read it with Liquidity's 2022 Cabernet Franc Rosé, and let an aromatic wave of guava, fresh peach and jasmine blossom wash over you while notes of blood orange, rhubarb and pink peppercorn tickle your tastebuds. The finish delivers playfulness and complexity. **Liquiditywines.com**

Kristin Hannah's *The Nightingale* tells the story of two French sisters who resist Nazi forces by hiding Jewish children during the war. Read it with CheckMate's 2019 Queen Taken Chardonnay, with essences of Asian pear, fig and apricot and a touch of spice and floral notes. The palate showcases stone fruits with a rich savoury texture, but also has tension. **Checkmatewinery.com**

*The Housemaid* by Freida McFadden—a mystery novel that follows Millie Calloway, a young woman with a criminal past, who is employed as a housekeeper by a rich woman with a seeming mental health condition. Read it with Cedar-Creek Estate Winery's 2021 South Kelowna Slopes Pinot Noir, boasting good dark-fruit concentration combined with some dried leaf and forest floor character. **Cedarcreek.bc.ca**

*Beach Read* by Emily Henry tells the tale of a romance writer who no longer believes in love, and a literary writer stuck in a rut. They engage in a summer-long challenge that may upend everything they believe about happily-ever-afters. Read it



with Martin's Lane Simes Vineyard 2022 Riesling—floral, fine and perfumed, this is a featherweight Riesling, delicate and delicious. **Martinislanewinery.com**

*Atomic Habits* by James Clear is a comprehensive and practical guide on how to create good habits, break bad ones, and get one per cent better every day. Read it with Cupcake Vineyards' 2019 Sauvignon Blanc, which has flavours of Meyer lemon, white nectarine and key lime that integrate with subtle hints of grapefruit, gooseberry and citrus, culminating into a long, balanced finish. **Cupcakevineyards.com**

Kate Quinn's novel, *The Rose Code*, is based on three real women—a beautiful blue-blooded debutante, a tart-tongued London shop-girl and a shy crossword-solving spinster—who assisted with coding messages being sent from Italy, Germany and Africa during the Second World War. Read it with Freixenet Cordon Negro Brut Cava, created from a special blend of the three traditional, indigenous Penedes white varieties. **Freixenet.com**

*The Silent Patient* by Alex Michaelides is a shocking psychological thriller of a woman's act of violence against her husband—and of the therapist obsessed with uncovering her motive. Read it with a Last Word cocktail featuring Dillon's Dry Gin 7:

- 0.75 oz Dillon's Dry Gin 7
- 0.75 oz Green Chartreuse
- 0.75 oz Maraschino Liqueur
- 0.75 oz freshly squeezed lime juice
- Maraschino cherry for garnish

Add all components to a shaker tin with good-quality ice. Shake for seven to 10 seconds. Strain into a chilled coupe glass. Garnish with cherry set in the bottom of the glass. **Dillons.ca**



# Wilderness & Wellness

From spa treatments to stunning wilderness  
Jackson, Wyoming, is naturally nourishing

BY SARA HAROWITZ

The majesty of Jackson is evident before we even touch down at the airport. Descending into Wyoming's preeminent adventure town leaves us breathless, with the area's iconic snow-capped Grand Tetons growing ever larger (so spectacular, they look fake). This is the only commercial airport in all of the U.S. that's located inside a national park, and the result is magic; we step off the plane and onto the tarmac, breathe in that crisp mountain air and ready ourselves for a spectacular combo of the wild and the well.



## REST YOUR HEAD

Find a bucket-list-worthy, one-for-the-books stay at Amangani. Located in the foothills of the Grand Tetons and overlooking the Snake River Valley, the renowned Aman brand's original U.S. property offers a masterclass in understated luxury. With only 40 suites, it's designed to feel like a home away from home, and the warm service of its staff easily achieves that mission. Each suite has jaw-dropping views of the mountains from every possible vantage point: the bed, the shower, the bath, the private patio. In-room amenities include a Dyson hairdryer, a Vitruvi Cloud Humidifier (put on each night as part of turn-down service), a Nespresso machine and Aman-brand moisturizer, soap, shampoo and conditioner (they sell the line at the gift shop so you can take some home). The property's design is at peace with its surroundings, paying homage to the terrain instead of taking away from it. Subtle old west details, like a saddle centrepiece on a table in the lobby and wildlife art that dots the walls, give the property a hint of cowboy charm.

[Aman.com](http://Aman.com)

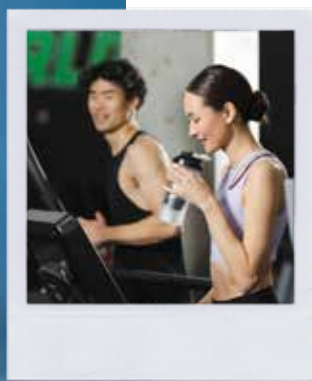


## RELAX YOUR MIND

Amangani's pool and hot tub are great places to unwind; both offer stunning views of the Grand Tetons with plenty of loungers and full bar service. Consider heading to the onsite spa for a blissful deep-tissue massage and eucalyptus steam, hitting the gym for a turn on the Peloton bike or Technogym treadmill, or taking a complimentary yoga mat and doing a self-guided session in the movement studio. Then float back to your room, turn on your fireplace and stare out your window for a while (ohmygoshtheview!).

## VITA X FITNESS WORLD

# Six Fall Fitness Tips



September is in full swing, which means we're back to early mornings, after-school activities, routines and busy schedules. With this shift comes the challenge of getting back into a workout routine, especially after two months of relaxation. While it may seem overwhelming at first, the key is taking baby steps and setting yourself up for success. Here are some simple steps you can take to help you ease back into your workout routine. [Fitnessworld.ca](http://Fitnessworld.ca)

### 1. MAKE SMART GOALS

Setting goals is key anytime you have a new objective. Setting SMART goals is a great approach as they ensure your goals are Specific, Measurable, Achievable, Relevant and Time-bound. For example, you could aim to work out for one hour, three times a week, over the next month. Having clear goals in place will ensure you're headed in the right direction.

### 2. SET YOURSELF UP FOR SUCCESS

Before you jump into a crazy workout routine, take time to reflect on potential roadblocks that could stand in the way of achieving your workout goals. This can be anything from choosing a workout time to laying out your clothes the day before.

### 3. SCHEDULE YOUR WORKOUTS IN ADVANCE

Life can get busy, especially during this time of year. Planning your workouts in advance can help you avoid feeling overwhelmed. Schedule workout times on your phone and set reminders ahead of time. Before you know it, your workout schedule will become another part of your day-to-day routine.

### 4. PRIORITIZE SLEEP

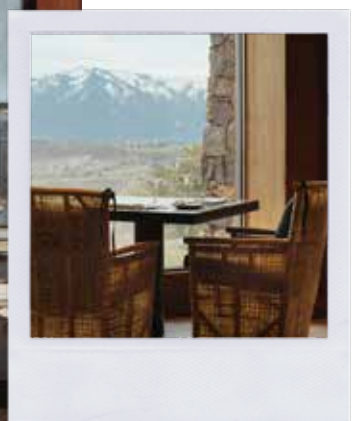
Rest is just as important as the workouts themselves. Although it can be challenging to get back to those early mornings, ensuring you get enough sleep is vital for your energy levels. We suggest aiming for 7-8 hours of quality sleep so you feel refreshed and ready for your workouts.

### 5. FIND A WORKOUT BUDDY

Working out with a buddy is not only fun, it also helps you stay accountable. They can help provide you with motivation and encouragement, specially on those days when you really don't feel like hitting the gym! Plus, you're more likely to stick to your workout routine when you have someone to work out with.

### 6. TRY SOMETHING NEW

Doing the same workout day in and day out can get boring. But September is a great time to try a new workout. Perhaps consider trying a workout class if you've never done one before or try working out with a personal trainer to take your fitness game to the next level.



## SATIATE YOUR PALATE

In Jackson's town centre there's Hatch for bison enchiladas, Million Dollar Cowboy Bar for saddle bar stools (and drinks), and Persephone Bakery for cookies and coffee. But the best dining is back at Amangani, where The Grill serves up caribou sausage at breakfast and elk T-bone steak for supper. Try, too, the salmon with dashi broth and rice noodles, and the tomato salad with goat cheese, sourdough crumb and pine nuts. Pair it all with a spicy margarita or split a bottle of Aman's own brand of sparkling wine. In the morning, get ready for a day of exploring with an egg white frittata and a ginger wellness shot.



## FIND YOUR ADVENTURE

Jackson might be most famous for its ski resort, but the warmer months bring their own thrills. Grand Teton National Park is central to the identity of this place, and Amangani offers private wildlife tours where you can see everything from moose, deer and bison to porcupines, bald eagles and sandhill cranes. But the stars of this park are its bears—in particular, a grizzly dubbed 399. She's the oldest-known mother grizzly to reproduce, and just last year raised an unheard-of

four cubs into sub-adulthood. Many researchers believe she uses humans to her advantage, taking her cubs close to busy park roads to help protect them from male bears. Stories about her resilience and ingenuity are abundant and mesmerizing.

There's no sign of 399 on our tour, but later that night a ripple cascades across the valley: a wildlife photographer has spotted her, with one cub in tow. We didn't see her with our own eyes, but just knowing she's alive is enough to make our hearts skip a beat. **V**





# Come discover fall on West 4th

Fries, fashion, pumpkins + more!



## Fries on Fourth

Come try some fries from participating West 4th restaurants, then vote for your favourite online! With each vote, you'll be entered to win a gift card prize. Plus, the winning spot will get Best in Fries!

Starting October 1, 2023

## The Fashion on Fourth Event

Get fall ready with us as we are joined by Jillian Lansky of @augustdiaries for a fun fashion talk and happy hour at Plain Jane Skinbar. Followed by a weekend of shopping, discounts and more!

October 12th - 15th, 2023

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Go to [shopwest4th.com](https://shopwest4th.com) for full details on both events!

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@shopwest4th #kitsiscooler

**WEST 4<sup>TH</sup>**



# HOME BLOCK

AT CEDARCREEK ESTATE WINERY

## TERROIR TO TABLE DINING

HOME-STYLE DISHES, LOCALLY SOURCED,  
HARMONIOUS PAIRINGS

*Open Daily for Lunch & Dinner*

