

city life

HOW DO YOU DO, J. CREW?

Fashionable Torontonians come out to greet a very stylish shop



AMORYN ENGEL

Put on my white blouse, black bra, tortoiseshell specs and bright pink lips, all for Jenna!" declared one of my fashionable friends, ready to rock the recent J.Crew opening on Toronto's milk mile. Another gal-pal went bra-less for the first time in years! Much to their dismay, the very cool **Jenna Lyons**, executive creative director and president of J. Crew, was unable to get out of New York City because of the most hellacious snow, but the party most definitely went on here in Toronto!

It was no surprise that loads of pretty girls turned up for the event, but what was most eyebrow-raising was the number of gents who turned up for the good times, too! The men really enjoyed themselves and shopped a curated assortment of pieces, including the famous Ludlow suit as well as Wallace & Barnes denim. There was even a shoe shiner on hand, who was kept very busy making even the most scruffiest of kicks look brand-new. Chef **Lynn Crawford** of Ruby Watchco fame kept everyone well-fed with scrumptious bites as guests swooned over the women's J.Crew Collection pieces. The more discerning guests went gaga for the custom-made collars and the chance to get a sneak peek at the pieces from the Fall/Winter 2014 collection. The store windows were inspired, featuring blooming spring trees (if we build it, spring will come, right?) crafted out of hundreds of pieces of hand-cut paper and foil, created by ConfettiSystem of New York.

"On the morning I was scheduled to leave for Toronto to see the new collection store on Bloor Street, Mother Nature dumped 10 inches of snow on Manhattan," Lyons said after the fact. "I was sad to miss it but thrilled to know it had finally opened and has been met with such an enthusiastic response. I look forward to a summer visit! Hello Sunshine!"

Oh and here's a great tidbit for you J. Crew addicts: The store now offers a Very Personal Stylist special service. The complimentary service provides one-on-one style appointments with fashion experts and is offered throughout the day, as well as before and after store hours; it is also available through jcrew.com. Nice!

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PHOTOS BY GEORGE PIMENTEL



Elizabeth Dyer, Advice from a Caterpillar, and Amanda Blakley.

Jeff Roick, McNabb Roick Events and Chad Brincheski, principal ESP.

Raymond Perkins, Roots Canada, and Markus Anderson, Soho House, Toronto.

Joanne Jin and Amanda Lew Kee, fashion designer.

Jeanne Beker and Glen Baxter.

Susie Sheffman, stylist.

Aya McMillan, fashion writer.

Jennifer Dick, producer, and Deb McCain, publicist.

Giorgio Riva and Amanda Riva, founder, The Hot Plate.

Rana and Robert Beckerna.

Shawn Hewson and Ruth Promislow, co-founders, Bustle.

Rundi Phelan and Jennen Phelan.

Maryam Keyhani.

Afiya Francisco, founder, The Style House.

Lisa Felepechuk, editor in chief, S Style & Fashion.

Jennifer Koss, co-founder, BRIKA.

Roslyn Griffith-Hall, stylist.

Jane Gill and Shauna McMahon, JG&A.

Shauna Levy, president of The Design Exchange (DX).

Mira Singh, editor-in-chief, Smoke and Miras.

Vanessa Mulrone and Jane Hanrahan, co-founders, The Power of Prive.



Tommy Smythe, designer and on-air personality.

Blaire Borins and Jennifer Daubney.

Erin McLaughlin, editor-in-chief, Style at Home, and Lara McGraw.

Dr. Sandy Skotnicki.

Lindsay Taylor Thompson and Kate Buitenhuis.

Justine Fowler, co-owner of L'Ouvrier Restaurant.

Suzanne Dimma, editor-in-chief, Canadian House & Home, and Arriz Hassam, owner Arriz+Co.

Nathalie Atkinson, style editor and columnist, National Post.

Devin Connell, owner of Delica Restaurant.

Sandy Gilsean and Kim Alves of J.Crew.

Joanna Track and Teresa Track.

Sarah Duck, managing editor, Renovations/Urban Living.