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Tailoring two ways

Smythe; Fashion House condos

Amoryn Engel, Weekend Post

Presented by



It was a sweltering summer's night as Toronto stylemeisters descended on popular fashion boite Canopy Blue for the eagerly awaited trunk show by Canadian design sensation Smythe. (Thank heavens for bubbly -- the perfect cure for shopping-induced hot flashes!)

All smiles, of course, were Smythe designers Christie Smythe and Andrea Lenczner -- happily giving the thumbs-up as the determined crowd quickly snatched up fitted blazers, vests and coats by the armload. Sixteen different styles were on offer for fall, in various fabrics and colours.

Canopy Blue owners NicoleBitove and Lisa Gnat certainly set the standard for fall in their inspired outfits.

"The best thing about Smythe jackets is their cut," said Bitove. "The quality of them validates the price. No matter what your shape or size, the Smythe jackets are by far the most flattering to the female form. I love that they are multi-generational. ... If we can get a customer to put one on, it's sold, and they become a Smythe customer for life!"

For those of you who know Smythe -- this is their best season yet. But I'd advise you to hurry, as the challenge may be finding a jacket in stock!

The cool kids took over the King West Fashion District recently for the launch of the Fashion House condos, yet another inspired concept by developer Peter Freed.

The party was held at the sleek presentation centre at King and Spadina, and guests were dressed to impress. And it's no wonder -- Canada's top designers were out in force.

Nothing if not creative, Freed had invited each of 11 fashion designers to design a different floor of the complex, 200 square feet in which they could let their imaginations run wild.

Participants in the Fashion House Project were Andy The-Anh, Beckerman, Bustle Clothing, jeweller Dean Davidson, Greta Constantine, Jay Godfrey, Jeremy Laing, Jenny Bird, Joeffer Caoc, Mikhael Kale and Smythe.

"I felt that we should celebrate Canadian design, the significance of the Fashion District, and create a one-of-a-kind building to express this celebration of life, fashion and art," said Freed, founder and CEO, Freed Developments. "I have been inspired by the creativity, energy and talent of these extraordinary Canadian designers. Bringing back the true essence of fashion to the Fashion District has been a long-standing goal of mine -- I'm thrilled that it has finally come together in such a spectacular manner."

amoryne@nationalpost.com

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