



**the TALENT** Longtime Edmonton couturier Kathleen Todoruk of **TODORUK DESIGNS** has moved her atelier to a glossy new 800-square-foot space in the revitalized Mercer Warehouse (10359 104th St., Edmonton, 780-497-2957, [todoruk.com](http://todoruk.com)). With her new studio walls lined in hundreds of fabrics, from fine Italian silks to knits from Germany, the 43-year-old designer is enjoying fashion's restored appetite for bespoke. Now, she talks mass production and the magic of made-to-measure.



**the BUY**

Designer sisters and Mercedes-Benz StartUp stars Hilary and Louanna Murphy of Prince Edward Island's **DREAMBOAT LUCY** ([dreamboatlucy.com](http://dreamboatlucy.com)) have spread their wings to Alberta. One half of the duo (Hilary) relocated to Calgary last spring, and their fall collection is now available at Studio Intent Boutique (Fashion Central, 805 1st St. SW, Calgary, 403-266-4211, [studiointent.ca](http://studiointent.ca)). The must-have item is the Jem Wrap Sweater, inspired by Roy Lichtenstein's pop art. "We can envision one of Lichtenstein's comic strip ladies wearing this piece," says Hilary.

**What is it like designing in Edmonton?** "Like many cities, we have been inundated with box stores filled with less than creative offshore products. However, in the last few years there's been an increased appreciation for 'specialty,' which can only fuel the efforts needed to produce [bespoke] clothing."

**Why have you shied away from ready-to-wear?** "I never wanted my label to end up in a rack store or bargain basement. I think like an artist and treat my clients as unique individuals. I will be launching a Basics Couture line [this fall], although there's nothing basic about it. It will comprise five pieces—a skirt, trouser, blouse, dress and trench coat—and clients can choose from set fabrics that will then be custom-fit."

**Why do you believe in bespoke?** "Bespoke and couture [represent] quality and appreciation for a craft. It's about a woman who is ready to make a change away from retail. It's so much more than 'clothes.' It's the unspoken vocabulary that is our adornment."

**the ADDRESS** Preppy American retailer **J.CREW** has opened its first Calgary outpost (Chinook Centre, 6455 Macleod Trail SW, Calgary, 403-252-6196, [jcrew.com](http://jcrew.com)). The colourful 5,300-square-foot store will lay the foundation for your fall wardrobe with its line-up of bold prints and patterns in mix-and-match trousers, skirts and jackets, alongside the brand's signature Italian cashmeres, boyish blazers and statement jewellery.



PHOTOGRAPHY: TODORUK BY GRANT OLSON; SWEATER BY CARLO MENDOZA (STYLING BY REI BRIEDIS FOR PLUTINO GROUP)