

CITY LIFE

Parties, Culture & Society

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Chic, chicer, chicest

L'Oréal Fashion Week
draws the brightest
lights in design



AMORYN ENGEL

The lights were so bright you simply had to wear shades! At L'Oréal Fashion Week, sunglasses were clearly the must-have accessory — especially for fashion editors, style mavens and other *grandes dames* in the oh-so-coveted front-row seats. And what fun it was, the perfect opportunity to see, be seen and preen, preen, preen!

While it may not be Paris or Milan, our Fashion Week is gaining serious momentum. The excitement was palpable and the crowd was hot with anticipation each night (either that or someone turned up the thermostat). There was a bit of a mob scene lining up to get into the Mackage show. "I never met an elbow I didn't like," commented one fashion lover as we were herded about like cattle.

It was a similar scene for the other shows, too: Vancouver's Chulo Pony, Calgary's Paul Hardy, Toronto's Pink Tartan and Arthur Mendonca, and

New York-based Beckerman, to name but a few.

Taking their seats front row and centre, Canada's most powerful style mongers gabbed and gossiped as they waited for the show to begin. Meanwhile, one extremely well-put-together gent was apoplectic at being relegated to (horror of horrors!) the back row. "Please, please," he wailed, "you don't understand, I need that front-row seat!" Poor man.

One of the most sought-after lines in North America, Mackage, brainchild of Montreal design duo **Elisa Dahan** and **Eran Elfassy**, featured fashion-forward outerwear for fall. As nubile models strode down the runway beneath crystal chandeliers, oohs and ahs of pleasure emanated from the crowd (the men, in particular, seemed to love it).

Fast-forward to the chic and sophisticated (and definitely non-tarty) Pink Tartan show designed by **Kim Newport Mimran**: fabulous frocks with a Ralph Laresque touch. There'd been a ton of buzz leading up to the show, so it was standing room only as willowy **Lisa Cant**, supermodel *extraordinaire*, put these stellar clothes through their paces.

At the swank post-do, some of the new captains of industry, such as **Ken Rotman**, co-CEO of Clairvest Group, **Mark Cohon**, president and CEO of AudienceView Software, and **Ken Tanenbaum** came out to cheer Mimran on.

Perhaps the best thing about Fashion Week was the swag bags — put together by deb.on.air's adorable **Deborah Novak**. The loot rivalled anything you'd get at the Oscars, I'm sure. Oh it was a funny fun week, all right — funny, strange and funny ha-ha. Here's to you **Robin Kay**, can't wait till next year!

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