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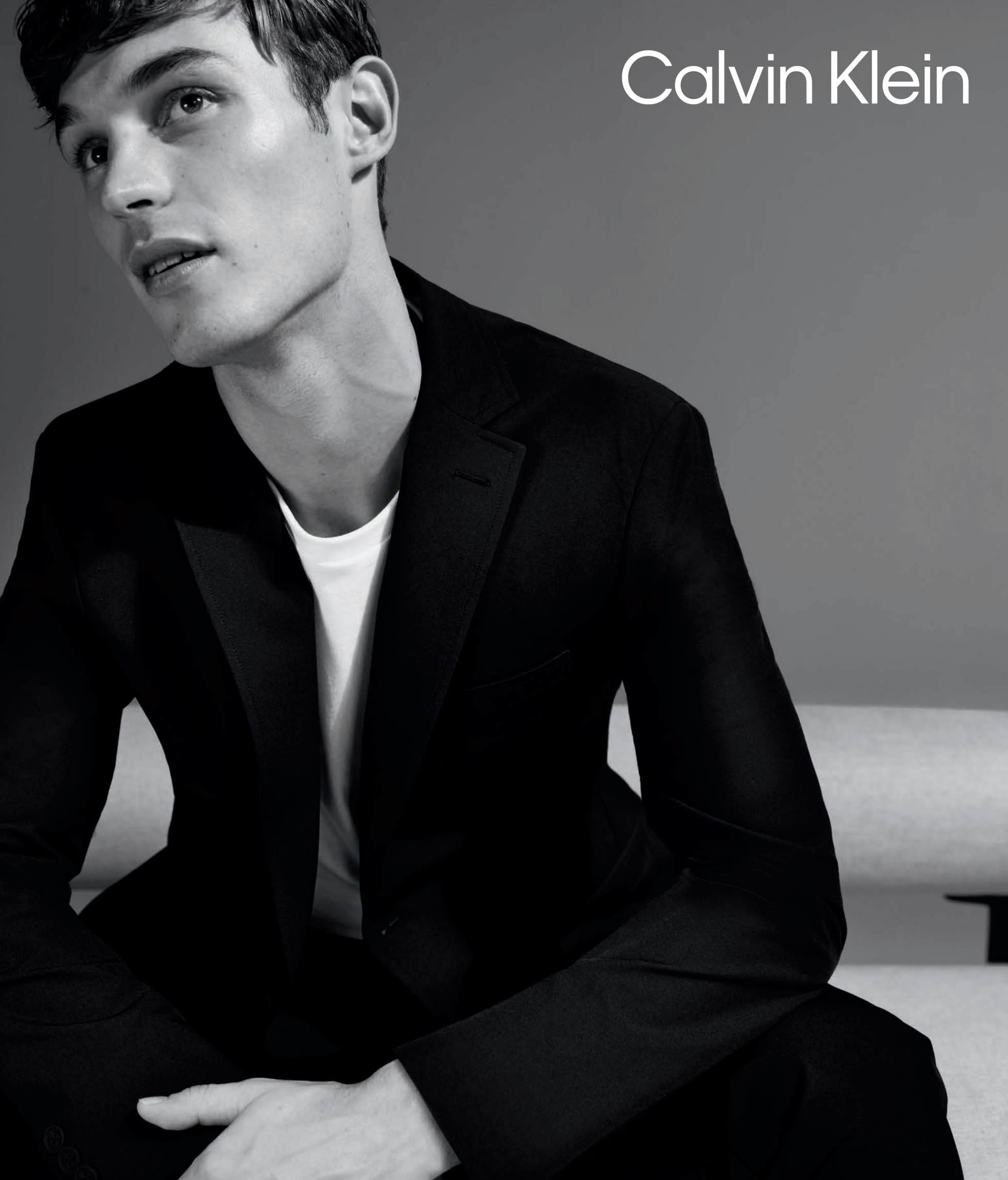




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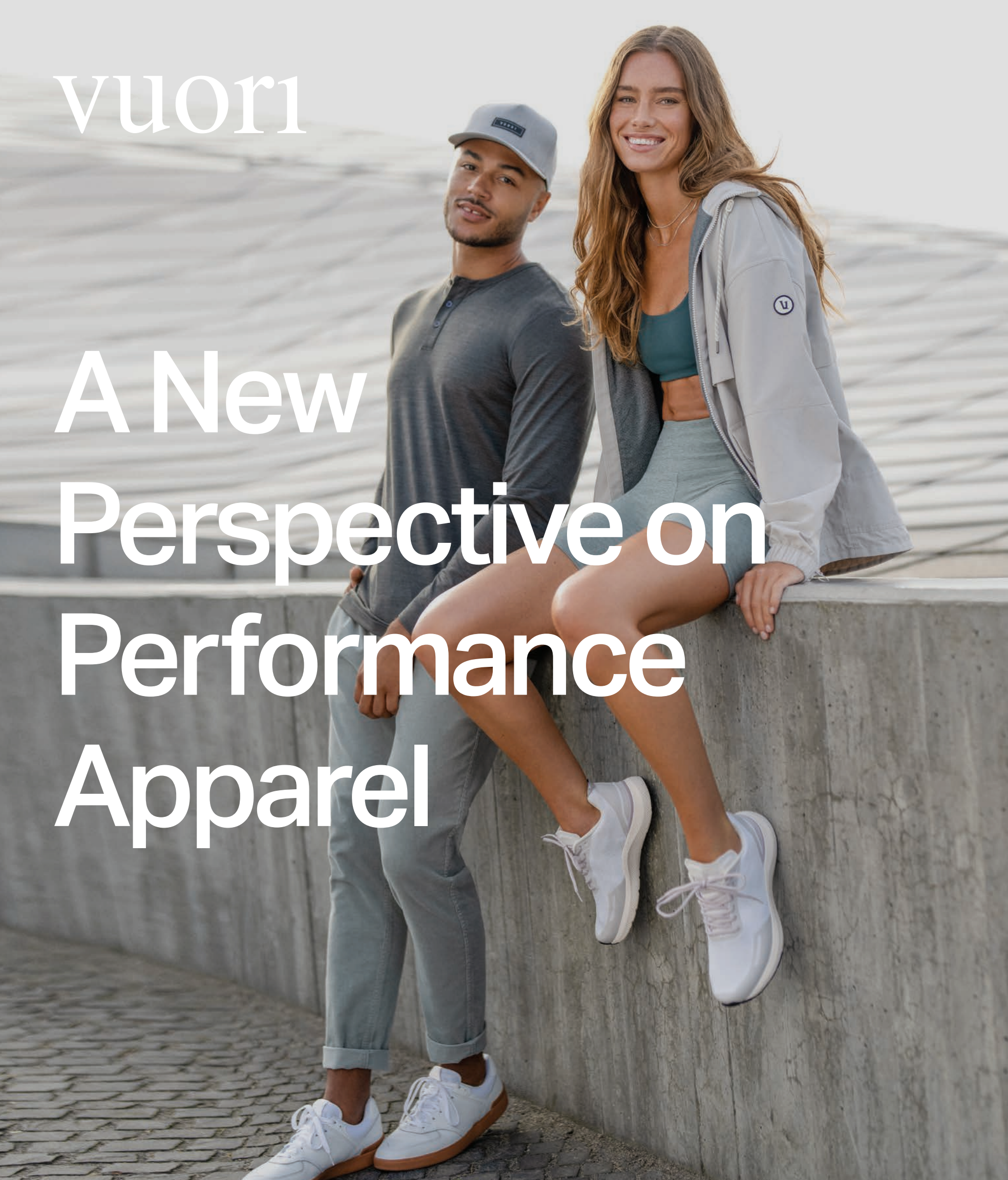
Calvin Klein





vuor1

# A New Perspective on Performance Apparel








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Welcome back to Freeds Image and, more importantly, we extend our sincerest thanks to you for your continuous, amazing support.

Within this issue, we have profiles of many prominent individuals like our cover featuring Anna Voza. These people are excelling in their professions and have been incredibly supportive of our magazine. It's only fitting that we return the favour by providing them with the opportunity to introduce themselves to our readers.

Spring is upon us, which means new brands are available at Freeds, all of which offer comfort and a unique style. In this issue, we have features about all of these exciting brands, like Vuori and Gran Sasso, and also see how our Polo Ralph Lauren section has grown.

Again, we are appreciative of your support and thank you for everything you do to help us prosper. We hope that you enjoy the contents of this issue.

Fashionably yours,  
Ari Freed, Derek Freed, Evan Freed & Dan Orman

**FREEDS**  
**IMAGE**  
M A G A Z I N E

**FREEDS**  
*is fashion*





CANALI  
INNER BEAUTY



IN THIS ISSUE

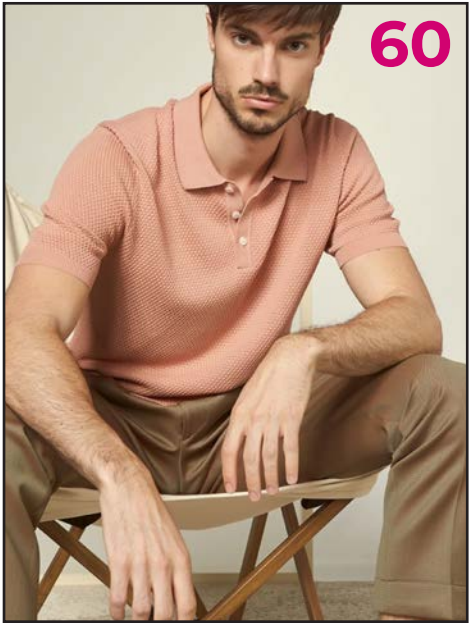
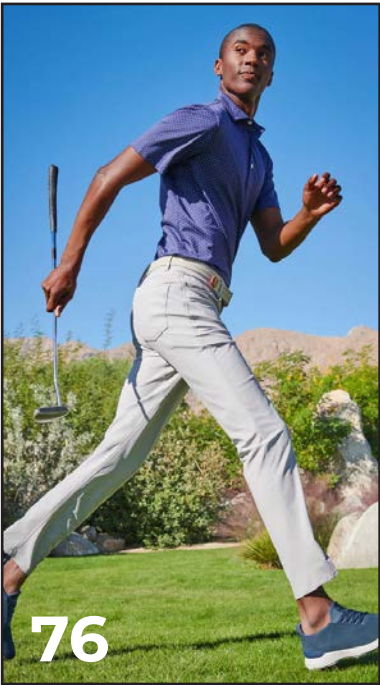
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TIGER OF SWEDEN

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# Financial planning for professionals and business owners

If you own a business or professional practice, you have unique financial planning needs that require specialized expertise.



- Are you taking advantage of tax minimization strategies?
- How does your business or practice fit into your retirement plan?
- Are you comfortable that your interests, your family and your business are protected?
- Even if you are years away from slowing down, do you have a succession plan that works for you and your stakeholders?



## Our approach

We will begin with an in-depth discussion to explore your unique needs and aspirations, your current financial picture, your comfort level with risk and the time frame for reaching your objectives. As needed, we will tap into our team of industry-leading experts in investments, tax, risk management, succession and estate planning. Together, we will build a customized IG Living Plan for your business or practice that addresses each of the following areas.

## Minimize tax

Do you have a tax strategy designed to improve your long-term financial situation? We will incorporate tax efficient strategies into your overall plan-based on your current income structure, eligible tax credits, capital gains timing and available investment planning options.

## Protect your interests

It makes good business sense to protect your greatest assets – your business assets, your employees, a key business partner, your family, yourself and your ability to generate an income. We will complete a thorough assessment – your business assets, your employees, a key business partner, your family, yourself and your ability to generate an income. We will complete a thorough needs analysis and build a plan that minimizes your exposure to business and personal risk, puts protection in place to strengthen your business or practice if you cannot be there, and helps everyone to benefit when it's time for you to pass the torch.

## Plan for succession

No matter when you plan to wind down your involvement in your business or practice, it's smart to think about what your income will be once you move on. The decisions you make now could have lasting impacts. For example, should you take salary or dividends? What about group RRSPs or IPPs? We'll carefully review the options with you and recommend strategies to secure your retirement lifestyle.

## Invest wisely

We will review your investment portfolio to ensure it has the right blend of assets most likely to achieve your objectives. With state-of-the-art tools to assess your time horizon, performance expectations and risk tolerance, we will project your requirements and determine any gaps.



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JACK VICTOR



FEATURE

# ANNAVOZZA

GUIDED BY FAMILY VALUES IN ALL ENDEAVORS



Anybody can sell a house, but what's important is that you sell them a home. That's how Anna Vozza explains it. As a real estate broker for Bob Pedler Real Estate Limited Brokerage, Vozza remains as committed as ever to traditional customer service and straight-up, person-to-person interactions. This is the "Vozza Advantage" and it's been that way from the start.

After achieving two consecutive years as the #1 Salesperson for Bob Pedler Real Estate Brokerage (2021, 2022), and having sold the most expensive residential home listed in Windsor-Essex, Anna is thankful for her amazing clients, friends and family for their continuous support and to the 'Special Mentors' in my life that continue to be my guiding light. They instilled in me that gratitude and humility are the foundation for any good person.

"My favourite aspect of this business is the lives I touch. I am a people person, and I really enjoy what I do because I love working with people," says the real estate broker. "No matter how much technology advances, it is still a business of building relationships. People need to feel comfortable and treated with respect in every transaction, no matter what."

Anna has been a member of the Bob Pedler Real Estate Brokerage for her entire career, which has been a family-oriented brokerage built on personalized service since 1969.

At 92 years-of-age, Bob Pedler still visits the office daily and is a wealth of knowledge when it comes to real estate. Anna admires Pedler's commitment to his team and often takes advantage of the conversations during their morning coffees together, absorbing some of that valuable knowledge and experience.



"I always aspire to try and be the best that I can be. In my workplace, I like to treat my clients and friends like family. This has been a great link to my success. My favourite aspect of this business is the lives I touch."



## FEATURE

Vozza graduated from the University of Windsor's School of Business with a healthy appetite for further studies. However, spurred by wise counsel from her late older brother and mentor, Mario, and supported by her family's roots in the local construction and development industry, she decided to try her hand at real estate after graduation. Needless to say, the profession was a perfect fit and she fell in love with it.

"A lot of what I've done has been tied in with my father, who worked in construction, and my parents' involvement in investment properties and business," she explains. "My family members, particularly my older brother, are the roots of who I am. They guided me to get to where I am today both personally and professionally."

Vozza is forever grateful to her parents for immigrating to Canada from Italy. As immigrants, they took an obligatory route because their only dream was to provide for their family and give their children a future full of opportunity. Her parents' sense of family has been instilled in Vozza. She takes that sentiment one step further by treating her clients like family and each property search as if it were her own. Her focus on genuine personal relationships has brought her significant success. While her main focus is residential real estate, her family's background and knowledge of construction allowed her to also gain a foothold in commercial real estate.

Vozza is a realtor with many levels of expertise and enjoys collaborating and coordinating with clients in preparing for any transaction whether residential or commercial. Anna, who is fluent in three languages, finds this to be an asset with a vast variety of clients that have built her clientele. The passion and commitment to understanding a client's needs in coordination with her work ethic is what makes the "Vozza Advantage" stand out amongst other realtors.

The most fulfilling part of my profession is negotiating the best possible deal for client's whether being residential or commercial, while always ensuring a trusting relationship remains. One of greatest sense of accomplishment I received was when the child of a client said, "Thank you Miss Anna for my new house, I love my new room."

Vozza also devotes her time to her philanthropic pursuits in Windsor and Essex County. Notably, she is actively involved with Windsor Regional Hospital's ongoing foundation board and fundraising initiatives. She previously served as president of the Windsor-Essex County Realtors Association and director at large for the Ontario Real Estate Association.

"I love my community and the philanthropic effects that come from my heart," Anna says. "I grew up with a mother who always told me to help others just as people helped my parents when they immigrated. I am committed to the Windsor-Essex community and have built incredible networks and relationships throughout the years."



***"I am proud of my roots, culture and upbringing. It has made me who I am today, and I hope to be a great leader, inspiring others to continue carrying on these beautiful traditions."***



Coming to Canada a handful of Italian immigrants from the same region as her parents were unyielding in their efforts to create the majestic Ciociaro Club in 1972. Their purpose was three-pronged: to gather in friendship, foster social solidarity and preserve the cultural identity of their homeland for future generations.

Anna's parents ensured the entire family was involved with the Ciociaro Club at an early age to demonstrate to them the vision and determination that would later be deeply ingrained in the Vozza children.

"From there, I felt it was my duty to continue the tradition that was instilled in us," Anna explains. "All of my siblings have been involved in the Club and presently, my younger brother is also part of our Board of Directors."

Becoming one of the youngest board members in the Club's rich history, Anna previously occupied the positions of Correspondence Secretary and Vice President. Last year, Anna's tenacious work ethic with the Ciociaro Club over the past 24 years, culminated when she was elected the Club's first-ever female President, a position that she was determined to secure.

"I became involved as a child and valued the Italian traditions. We returned to Italy every summer and I am proud of my roots, culture and upbringing. For those reasons, I always aspired to become President. I hope to be a great leader, inspiring others to continue carrying on these beautiful traditions. I feel that I am bringing younger members back to the Club and creating culture-based events to remind the younger generations of the beauty of our culture, yet also opening it to others and sharing with our community," says Anna.

"I am forever grateful to my parents and my family for the continuous support and all that they did to lay the foundation and groundwork for me and my siblings," Anna says.

"My parents continuously instilled in me that you never lose when you give to others, instead you take back and grow to become a better person. Along with my own family, my "Ciociaro Club family" has been a big part of my life. With the loss of my parents at an early age, the love from the Ciociaro family was unexplainable and some of my best friends have come from this group of individuals. I am proud and honoured to call them my close friends and family."

The Windsor-Essex real estate market has grown dramatically over the last few years as developments such as the mega hospital, battery plant, new bridge and various other projects coming to our wonderful city. Anna is excited to see what's to come and is prepared with the knowledge and expertise to deal with negotiations for families moving to Windsor and new business owners looking for a new place to grow as the city's success continues.

Listing or purchasing a property in the real estate market can be a confusing proposition, particularly if you are attempting it on your own. Entrusting Anna with your real estate transaction will allow you to gain peace of mind and establish a mutually beneficial relationship of trust. Vozza is heavily involved in making Windsor-Essex a better place to live and grow. "The Windsor-Essex region remains my 'roots' and I am proud to be a part of such a wonderful community."

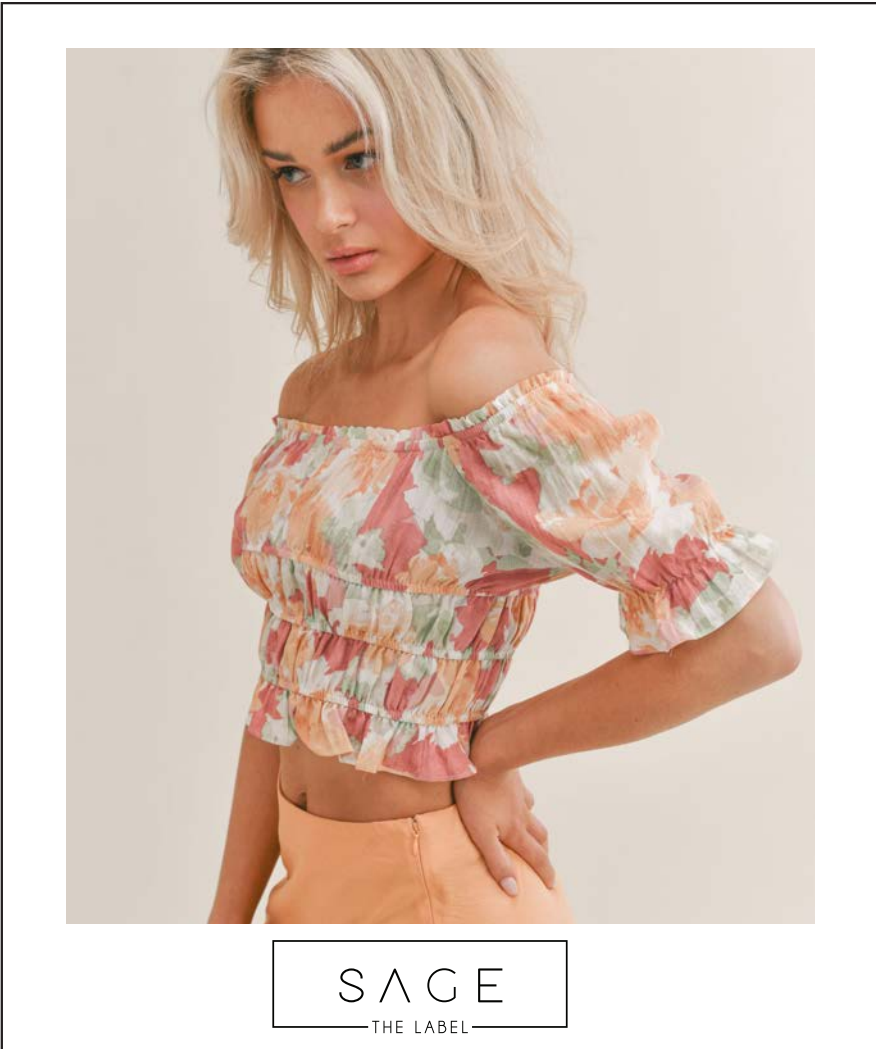
In conclusion Anna says, "I love my job, the families and people I touch and the difference I make in their lives."

"Discover the Vozza Advantage and let the heart of your home start with me."

Visit [www.annavozza.ca](http://www.annavozza.ca), email [avozza@hotmail.com](mailto:avozza@hotmail.com) or call 519-919-3960.







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— THE LABEL —



Sadie & Sage



A full-page photograph of a man standing in a lush, tropical jungle. He is wearing a light blue short-sleeved button-down shirt with a peach-colored collar and cuffs. He has dark hair and is looking directly at the camera. The background is filled with large, vibrant green palm leaves and other tropical foliage, with sunlight filtering through the canopy. The word "BUGATCHI" is printed in large, white, serif capital letters across the center of the image.

# BUGATCHI









# STEELE

BEAUTY CLINIC

# STEELE

BEAUTY CLINIC

Vanessa Steele, owner of Steele Beauty Clinic and former Freeds employee Anna Saab supporting her daughter on this new journey.



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# Vuori: A New Perspective On Performance Apparel

Story by Rafal Ladysz



Based in Encinitas, California, Vuori nearly became another startup destined to fail when, less than two years after Kudla left his consulting job to begin this venture, a disconcerting realization hit him; the company was on the verge of running out of money.

Keen on surfing and performing yoga, Kudla quickly noticed a lack of activewear companies promoting products within the gyms and yoga studios that he frequented.

That was the inspiration behind Vuori's creation and once Kudla raised \$700,000 with the help of family and friends, he looked to fill the product void in yoga studios and fitness centers. What he didn't account for was that his activewear would take up almost permanent residency there, hardly selling.

Vuori was in a tense race against the clock less than two years into its existence, as Kudla states that the company was approaching a bank balance of zero.

"We were left with few options, and we were running out of money very fast," Kudla says. "I was really frightened we were going to lose the business. The idea of failing was daunting, because I didn't want to go back to doing what I was doing before."

After requesting feedback from his customers, Kudla learned that Vuori's products had more potential than merely representing activewear. His clothes were suited to be worn throughout the day, casually and comfortably, from the gym and yoga studio to one's home.

By implementing a direct-to-consumer e-commerce model, Kudla sought to adjust his vision, using social media ads to target a larger audience with wide-ranging interests.

It was a decision fraught with risks because of the depleted funds Vuori already had. Failure on this front would result in the company's downfall for good and investors perhaps no longer being inclined to support Kudla financially.

"We had to make a decision to venture into the unknown," Kudla says. "We didn't have a lot of time on our hands, and we didn't have a lot of money. It's frightening, this idea that you're going to go out and spend thousands of dollars when you don't have a lot of money left, with no guarantee that there's going to be a response."





You can easily spend your last \$20,000 in advertising and get no sales, and then you haven't shown your investors any kind of repeatable process, no defined path to growth. If we didn't get that message right, we were out of business."

Intuitively, Kudla felt it was necessary to test the waters and pivot his tactics, which saw the company not only stave off extinction, but also earn \$2 in sales for each dollar that was committed to their advertising.

"The impact was almost immediate," Kudla says. "Very quickly after that, we got to a three-to-one ratio, and then we were getting to four-to-one. You can read a million books, but until you live it and experience it, you won't understand how just a subtle tweak in your approach or adjustment to your product can make all the difference."





As 2017 wrapped up, Vuori was establishing itself as a profitable business, gaining momentum with online sales, product placement within over 600 retail stores, including Equinox, Segal and Paragon Sports, and being scooped up more regularly in the same gyms and yoga studios that initially could not garner any interest in the products.

Without this tactical shift, Kudla is adamant that the company would have remained in a problematic predicament.

"We were going to have a really hard time raising the money to keep going. The likely scenario is we'd be out of business," Kudla says. "Another possibility is that we'd raise money at really disadvantageous terms, and I would become disillusioned and frustrated with the economics of our business, because I would have had to give it away to get the money. Either way, it would have been not a good situation."

Industry experts were also pivotal in Vuori's ability to adapt, such as Luis Alvarez, who once worked for Asics and Nixon Watches, and Rebecca Gray, previously an employee with surf brand Rip Curl.

Selling independently for two years, Vuori then received national distribution after securing a partnership with Nordstrom and REI, two retail mammoths that introduced its products in more than 150 stores.

Using its retail partnerships as a leveraging tool, Vuori opened two stores in 2018, one in Manhattan Beach and another in San Francisco, adding to its store in Encinitas. Both stores were opened in areas where Vuori's consumer base was most prevalent.

These days, Vuori's premier performance apparel brand offers male and female clothing through a combination of omni-channel retail resources. Lululemon has, in recent memory, been the household name in the activewear market, but Vuori has certainly thrown its name into the mix as a potential rival brand.

Inspired by the active, coastal California lifestyle, Vuori's athletic clothing, unifying surf, sport, fitness and art, brings a fresh perspective because the fabric and aesthetics allow you to seamlessly transition from your exercise to everyday life.

No glossy, synthetic material or large brand logos to be seen here; wearing Vuori's active

apparel, you quickly appreciate the west coast casual feel in the clothing and how it can accompany you throughout the day.

All products are manufactured ethically, adhering to responsible environmental policies, and with sustainability as a non-negotiable for Vuori, which is why the company constantly focuses on its materials, waste reduction, social awareness, community leadership and efforts to completely offset any carbon footprint.

Vuori is now on its way to further growth, looking to capitalize on the massive opportunity that is ripe for the taking within the U.S. and abroad. Expanding in the U.S. will consist of opening even more retail stores and exceeding 100 by the conclusion of 2026, while there are also aspirations of making a mark internationally and opening flagship stores in the U.K., Germany, France, Ireland, Australia, Canada and Holland in the upcoming years.

Just another auspicious development for a company that has entered the ultra-competitive activewear market, overcoming early adversity, and given customers a unique, versatile twist on performance apparel.









COLE HAAN



FASHION



Top: Astrid  
Pants: Sadie & Sage  
Jewellery: Accentrix  
Shoes: Dolce Vita

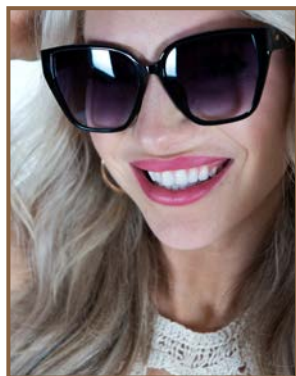


FASHION



Sportcoat: 7 Downie St.  
Shirt: Au Noir  
Jeans: 34 Heritage  
Shoes: Cole Haan





Hat: Fame  
Sunglasses: Le Specs  
Jewellery: Jenny Bird  
Top: Molly Bracken  
Shorts: Mavi  
Shoes: Michael Kors



FASHION



Sunglasses: Robert Graham  
Shirt: Point Zero  
Pants: Point Zero  
Shoes: Bugatti



## FASHION



Hat: Fame  
Top: Deluc  
Shorts: Mavi  
Shoes: Kaanas

Dress: Deluc  
Shoes: Steve Madden

Hat: Fame  
Top: Velvet  
Jeans: DL 1961  
Shoes: Michael Kors





Dress: Deluc  
Shoes: Steve Madden

Top: Sadie & Sage  
Jeans: Mavi  
Shoes: Shu Shop

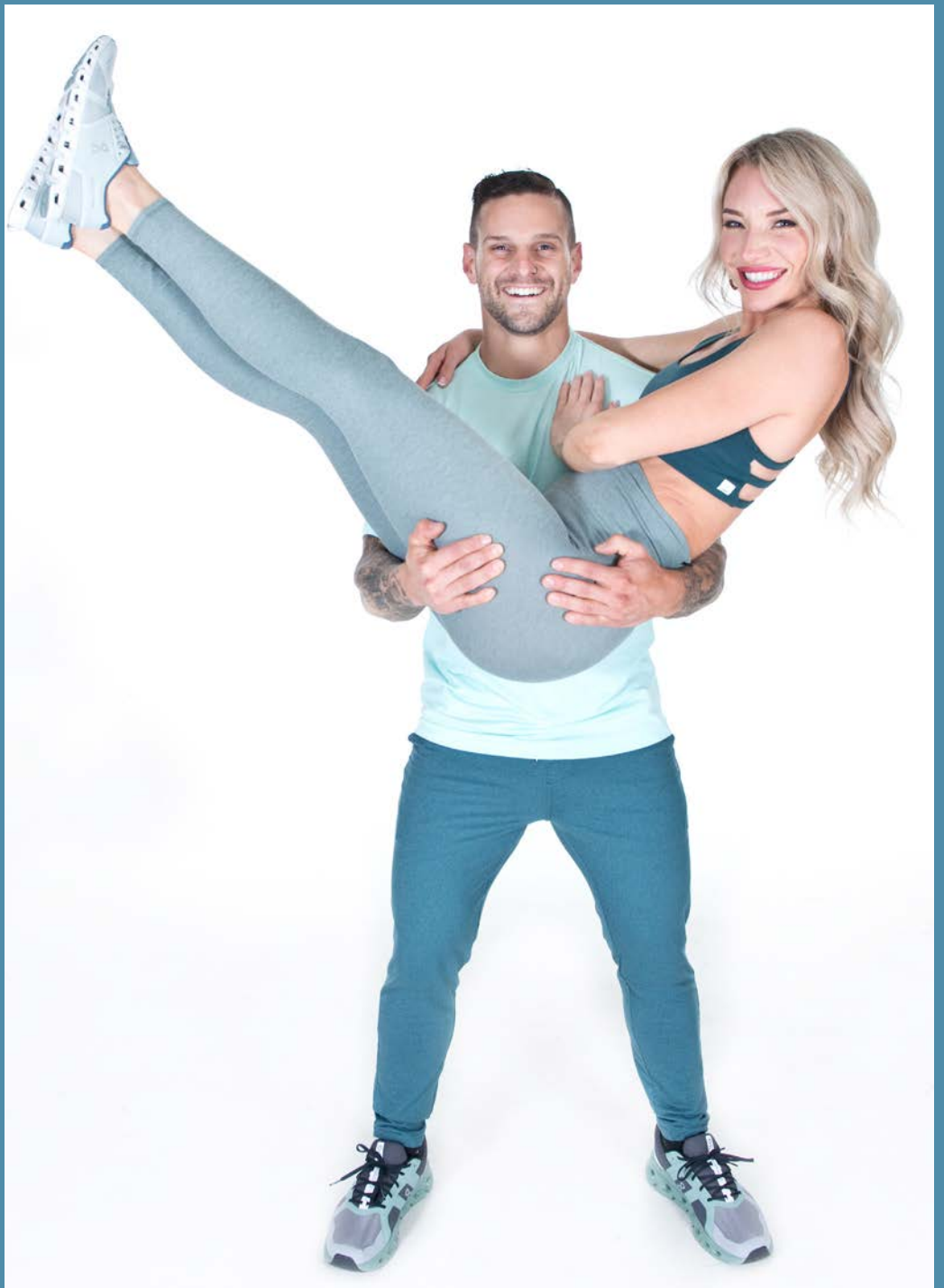
Hat: Fame  
Top: Sanctuary  
Shorts: Mavi  
Shoes: Dolce Vita



Performance Tee: Vuori  
Sport Bra: Vuori  
Joggers: Vuori  
Leggins: Vuori  
Shoes: ON Running











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# FACES OF FREEDS



**Keith White's lengthy tenure with Freeds began more than half a century ago when, in 1970, he came in and already had nine years of previous experience in the menswear trade on his resume.**

Local stores such as Kaner's, Smith's, Adelman's and Stiller Men's Wear provided Keith with opportunities to ply his trade and work in an industry that he had always held near and dear to his heart. "I always had a passion for clothing," Keith said.

He then joined Freeds and the rest, as they would say, is history. Keith ascended through the company's ranks, working vigorously for all clients and now, he is the current vice president and general manager of the long-established Windsor clothing store.

You don't reach an incredible milestone like 53 years without being an undisputed master of your craft and understanding the industry's time-honored traditions.

"It's all about friendship, working with your customers and building relationships, that's what this whole business is about," Keith states. "You have to treat one with respect and if you do that, they will treat you with respect back."

With the 32nd annual Business Excellence Awards on the horizon, Keith was recently announced as the first winner of the business ambassador award, an honour that recognizes an outstanding individual, who isn't self-employed or an owner, who exceeds expectations, improves company culture, promotes growth and innovation and serves as a role model.





When the Windsor-Essex Regional Chamber of Commerce convenes for the annual event on May 17 at the St. Clair College Centre for the Arts, Keith will be formally recognized for the achievement.

Exchanging just a few words with Keith, you will immediately realize why he has been a vastly popular presence in the Freeds store for so many years. Even when the subject of his upcoming accolade is mentioned, he is all-too quick to direct the praise elsewhere.

"Freeds is a real family organization from the founder, Sam Freed, whom I worked with for a short period, to his son, Gerald, and Al Orman," Keith says. "I owe the biggest thank you in this business to Al, whom I worked with for years before the third generation came through and who taught me more about this business than any one person ever."

Retirement from the profession, for someone with an outstanding reputation and charismatic personality, might seem like a foreign concept to Keith, but he is warming up to the idea.

"I don't want to say I'm on the way out, but I have done everything I can, accomplished all I wanted to do at the store, and everyone respects me," Keith says. "I've had some outside interest with The Circle Of Seven, a non-profit organization of which I am the former president and founding member."

Asked to express what the Freeds brand represents to him, Keith was succinct and to-the-point with his summation.

"Quality, friendship and absolute longevity," Keith says. "We have the fourth generation on board, which gives me great pleasure in knowing that Freeds will be in good hands for a long time."

Quality, friendship and longevity. Sounds an awful lot like someone we know.

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# ZULE ANKAMAH

Three years ago, Zule Ankamah found herself in a position that so many others did – on lay off. When Caesars Windsor closed due to provincial lockdowns, Zule's break from her job as a Manager in the Table Games department provided her with time to pursue other passions.

Zule immigrated from Ghana and was well known in the Ghanaian community for her cooking. During lockdown in the Fall of 2020, she made an Instagram page for friends and family, selling Ghanaian meat, veggie and vegan pies. It started as a great way to relax and pass the time but before she knew it, her hobby started to take on a life of its own.

"The initial intent was to sell to friends and family, so when we started hearing from people that we had no mutual connections with, it was definitely a moment of 'woah,'" Zule says.

With the encouragement of her children, Zule formalized a business plan for Zuleeats and began renting a commercial kitchen space to make things official in early 2021.

This exciting growth saw Zuleeats become a local favourite at markets, stocked at local grocery stores, catering corporate events and opening a storefront in February 2022!

When asked for one word to describe the past three years, Zule picked "unexpected".

"Of course, because of the pandemic, but I also never imagined that I would leave my career to have my own family-run business. I've had unexpected learning opportunities, journeys, friendships and more. The best surprises are the unexpected ones!"

In addition to scaling her business, Zule is committed to remain part of the community that has been instrumental in the growth of Zuleeats.

"Our goal is to see our pies in grocery stores", Zule shared. "We are also focused on collaborating with our community this year and that has been really fun so far. We're enjoying popping up at new events and creating new recipes with some of our small business friends."

Zuleeats was named Best African Restaurant of Windsor in 2022 and Zule was named one of the Top 100 Black Women to Watch in Canada for 2022 as well. We know these awards are just the beginning!

Ready to take your taste buds on a trip to Ghana? The good news is, it's only a bite away!

Check out [www.zuleeats.ca](http://www.zuleeats.ca) or visit the Zuleeats storefront at 2760 Howard Avenue.



What Zule Is Wearing  
Dress: Gracia

Story by Rafal Ladysz | Photo by Pat Scandale



# JULIE BONDY JOVAN VUJOVIC

## SIGNATURE HOMES WINDSOR

Building your own home doesn't have to be a process riddled with complications, concerns and chaos.

Jovan Vujovic, owner of Signature Homes Windsor, and his wife, Julie Bondy, of Manor Realty Ltd., can alleviate your apprehension.

Together, they specialize in developing distinct, customized homes for their clients, ensuring that attention to detail and unwavering dedication are at the forefront of each build.

All you need to do is envision it, and this dynamic duo will take it from there, bringing your dream home to life as your home.

Before starting Signature Homes Windsor in 2011, Jovan worked as an engineer, which provided invaluable insight that now allows him to guide clients in a transparent, helpful manner throughout the building process. During each project, Jovan demonstrates great pride in his work, offering personal concierge service to every client.

A top-producing member of the Manor Realty team for years, including 2022 when she was acknowledged as the Top Saleswoman yet again, Julie serves as the Exclusive Broker for Signature Homes.

With her immense enthusiasm and experience, Julie strives to establish a genuine connection with all clients. A successful, seamless transaction is almost inevitable, as she will work to earn you the top market price for your current home and expedite the move over to your new property.

On their website, [www.signaturehomeswindsor.com](http://www.signaturehomeswindsor.com), clients can browse various build options and designs that they can consider before ultimately selecting the preferred layout for their new home.

"Clients can go on our website to see our past builds and the work we've done," Jovan says.

"The gallery of photos is fantastic for ideas and inspiration for designing the décor of your new home," Julie stated.

Their newest projects are coming in Spring 2023; the Trinity Woods Project in Lasalle will have nine executive lots, with reservations now being accepted, and new builds are also arriving in Lakeshore, just off Oakwood Avenue.

"We build homes in subdivision properties, but a big part of our business is also custom builds on clients' own properties," Jovan explains.

"What sets us apart is the personalized service clients get from working directly with Jovan on their build," Julie adds.

After the build is complete, Jovan and Julie remain in contact with clients, confirming that the new property is nothing short of spectacular.

For a trouble-free build and unmatched after-sales service, Signature Homes Windsor and Julie Bondy are the team to depend on.

**SIGNATURE  
HOMES WINDSOR**

**JULIE BONDY**  
SALES REPRESENTATIVE

**MANOR**  
Windsor Realty Ltd. - Brokerage

Story by Rafal Ladysz | Photo by Pat Scandale

What Jovan Is Wearing  
Sport Coat: Soul Of London  
Shirt: 7 Downie St.  
Jeans: Paige  
Shoes: GoodMan

What Julie Is Wearing  
Dress: Joseph Ribkoff

**SIGNATURE  
HOMES WINDSOR**  
**Julie Bondy**  
Sales Representative  
Manor Windsor Realty Ltd  
Direct : 519-816-0364





# JEREMY BROWN

Possessing 29 years of experience in the restoration industry, Jeremy Brown's breakthrough moment in this line of work was an unintentional stroke of luck, maybe the intervention of fate.

"I entered the restoration industry through a misleading job posting, thinking that I would be restoring historical properties," Jeremy says. "Being a student of finish carpentry, my interests were aligned with classic joinery stair building and through the years, I have been able to occasionally apply my skills."

Jeremy, who grew up in Lasalle, used his key strengths, such as process development, programming and data science, to great effect.

Later on, he was integral to the creation of the Contents Processing Centre (CPC), a company within the Parker-Moir Group.

"CPC was established as a neutral company where local restoration companies and insurance companies could gain access to the latest technologies without having to invest in the equipment, training and process," Jeremy states.

CPC, for more than ten years, has been restoring personal and business property for residents of Windsor and Essex County, utilizing environmentally friendly cleaning techniques on every job.

"Our clients are generally grateful that we were involved in their loss and appreciate our capabilities," Jeremy says.

Proof of CPC's status as an environmentally responsible company is evidenced by the numbers, as the establishment has offset more than 2,000 metric tons of landfill waste and 5,000 metric tons of secondary CO2e.

"Our team's commitment to the environment aligned with the direction that the industry was moving in the early 2000s," Jeremy says. "Prior to our opening of CPC, I was certified as a Green Risk Restorer, qualified to coordinate work on LEED projects which greatly influenced the process development."

Leading by example in their environmental efforts, Jeremy and the team at CPC are hopeful that its claims process will one day be the standard norm for restoration, providing much-needed mitigation from the harm that is ravaging our planet's natural resources.



What Jeremy Is Wearing  
Sport Coat: Soul Of London  
Shirt: 7 Downie St.  
Puff: Dion  
Pants: Riviera  
Shoes: Florsheim

Story by Rafal Ladysz | Photo by Pat Scandale





# MELISSA BUSSEY

Melissa Bussey's intrigue with optometry was ingrained from a young age, when she would interact with her father, who unwittingly became her very first client.

"My dad often reminds me that when I was little and played with my little doctor bag that I always used to say, 'daddy let me look at your eyes,'" Melissa says. "I had really positive experiences with eye care, and my parents always ensured I had an annual eye exam."

Unsurprisingly, as the decision regarding her career path drew closer, there was no second-guessing involved. Melissa shadowed her optometrist, augmenting her knowledge and interest, and then attended the Illinois College of Optometry in Chicago.

"It's amazing helping people see the world around us," Melissa says. "Whether it's helping a child see the world clearly for the first time, relieving a patient's dry eye symptoms, helping an athlete be more successful in their career or helping someone see more clearly through the use of specialty contact lenses, each situation is incredibly rewarding."

While Melissa was completing her studies, she had already begun to develop an earnest urge to own her own company someday.

She did one better, as she now finds herself at the helm of MB Optometry, a practice that specializes in dry eye management and aesthetic services, and Sports Vision Windsor, an establishment that provides sports vision training, ocular nutrition and mental performance training.

Her optometry practice is one of the first in the area to offer in-office procedures that can help reduce or eliminate the need for eye drops which are typically used to help treat symptoms of dryness.

These procedures, which also help tighten skin and reduce the appearance of fine lines, sunspots, wrinkles, redness and hyperpigmentation, are quick, safe and demand no downtime.

"The results we have seen and heard from our patients have been incredible," Melissa confirms. "Patients are finally experiencing relief."

Not one to rest on her laurels, Melissa continues to seek out new ways to improve both businesses.

"I'm constantly asking myself 'how can we be the best and what can we do to improve?'" Melissa says. "I consistently think about my companies and what I can do to keep them moving in a positive direction. At the heart of it, I want the people that visit our clinic or training facility to feel like they have had the best experience ever."



What Melissa Is Wearing  
Top: Empoved  
Jacket: L'Agence  
Pants: L'Agence

Story by Rafal Ladysz | Photo by Pat Scandale



# SHAN HASAN

The Hasan Group is a team of real estate agents with high levels of expertise who collaborate and coordinate in all aspects of their work. The team is built on a dynamic of experience, with each agent carefully selected to ensure that they can assist with every client's needs. First-time buyers, young investors, and established families looking to purchase their dream homes are all welcomed. The Hasan Group is dedicated to ensuring clients make the best possible decisions, with a passion and commitment to understanding the work ethic and industry.

The team was one of the first to take an innovative approach to real estate marketing, using video tours to showcase properties. The Hasan Group is a strong team of like-minded individuals with diverse backgrounds that span seven languages. The culture of The Hasan Group is truly about support and motivation, with each member walking alongside each other to find solutions to any challenges that arise. One thing that is paramount is that there is no competitive nature within the group. The Hasan Group is a unified front, winning together.

Negotiating the best possible deal for clients, whether residential, commercial, and/or industrial while maintaining a trusting relationship and operating at high volume is what makes working with The Hasan Group a tantalizing experience. The thrill and excitement of being involved in this industry comes from within. The privilege to represent clients in the biggest transactions of their lives is an honour.

The Hasan Group is proud to serve Windsor-Essex County, a city full of resources and a massive economic growth. The city continues to see a rise in success, and the team is excited to launch their dedicated Hasan Group Office located in the Heart of Tecumseh! This innovative and one-of-a-kind office will act as a game changer and how we do real estate. Visit them at 12137 Tecumseh Rd East, Tecumseh!

If you are looking to buy or sell a property, call 226-788-9966 or visit [www.TheHasanGroup.ca](http://www.TheHasanGroup.ca)



What Shan Is Wearing  
Sport Coat: Horst  
Shirt: Blue Industry  
Sweater: Vuori  
Jeans: Paige

Photo by Pat Scandale





# HUSSEIN KHALIL

Attempting to open your own business is a make-or-break endeavor, but after acquiring six years of experience working as an insurance broker, Hussein Khalil took the leap of faith, bet on himself and has not looked back since doing so.

"Through Desjardins Insurance, I was able to attend an internship program and was trained to become my own insurance agent," Hussein states. "I needed to learn how to open a corporation, hire a staff, manage a team, market our office and the list goes on. Being an employee my whole life, I was new to this world, but I knew I was great at my job and wanted to be able to lead a team of insurance professionals to provide the best protection for the people of our community."

Initially located at 1291 Wyandotte St. E, the Khalil Insurance Agency now resides at 1356 Ottawa St, in a completely renovated building where clients can have an intimate conversation regarding their policy and assess their options.

"Each client is taken care of carefully by myself and my staff, rather than having them set up an insurance policy and having to call into a call center for assistance," Hussein says. "We build close relationships with our clients and ensure they are up to date on anything they need to know with their policies. We are always open to questions or concerns without making our clients wait for an answer. Also, we have two fluent Arabic speakers for those clients who need it."

Backing himself has paid off handsomely, as Hussein's innate confidence, prowess and perseverance now set the tone for the Khalil Insurance Agency and its staff.

"Opening a business is always very scary, but if you are doing what you love, everything falls into place quite easily," Hussein says.

"With insurance, we do not sell something people can take home with them. We offer the promise that when something goes wrong with the things that matter the most in their lives, we will be there to assist them. So, when someone is shopping for insurance, having a local office and a friendly face to talk to really separates us from other insurance companies. We also have the most knowledgeable, empathetic and hardworking team in the insurance world."

 **Desjardins**  
Insurance

What Hussein Is Wearing  
Sport Coat: Fish Named Fred  
Shirt: Blu By Polifroni  
Puff: Dion  
Pants: Paige  
Belt: Benchcraft

Story by Rafal Ladysz | Photo by Pat Scandale





# AGATA MARZEC

Always feeling a legitimate love for business, cars and the open road, Agata Marzec used this enthusiasm to start a passion project, opening the Just Drive Safe Driving School, where she could make a difference through teaching and inspiring drivers.

"When I started the business, I had one student," Agata states. "Today, it's a different story. I never gave up, I stayed true to myself, and I believed that what I was doing would grow."

As the business experienced the notable growth that Agata foresaw, it quickly became apparent that the students at Just Drive Safe Driving School, and their safety, would consistently be in assured hands.

"We look after the best interests of our students," Agata says. "Our number one priority is student safety, trying to make it an enjoyable yet educational experience. We truly care about what we do and how we can impact new drivers. Through proper education, we make a difference in their decision making and their overall safety."

Agata and her team constantly encourage communication throughout lessons, adapting their teaching methodologies whenever necessary for the greater good of the students.

"Communication is the key, you talk to the students, find out what is going on and how they think," Agata says. "Treat them as young adults. With our team, we at times will rotate instructors and give different perspectives on driving. We are always open to questions and want to provide a relaxed atmosphere, as most new students are nervous."

Such a willingness to adjust for the students' sake, treating them like family in the process, has made the Just Drive Safe Driving School a reputable and reliable establishment that effectively molds the minds of young drivers.

"What's most important is that you take care of them as if they were part of your own family," Agata says. "If they drive safely, then when members of your own family meet them on the road, they are also safe. Through teaching them safety, we make a difference on our roads that impacts us all."

With Spring classes rapidly approaching, Agata and her team are prepared to guide the next generation of drivers.

"Education is power, we educate and provide a hands-on interactive education," Agata says. "We have a great team; we are very thankful and blessed to do what we love."

You can reserve your spot in one of the upcoming classes by visiting [justdrivesafeschool.com](http://justdrivesafeschool.com) or texting (226) 346-1876.



What Agata Is Wearing  
Top: Joseph Ribkoff  
Jacket: Joseph Ribkoff  
Pant: Joseph Ribkoff

Story by Rafal Ladysz | Photo by Pat Scandale





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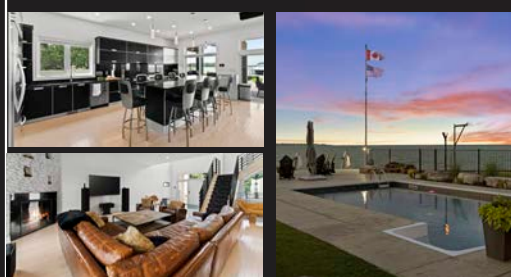






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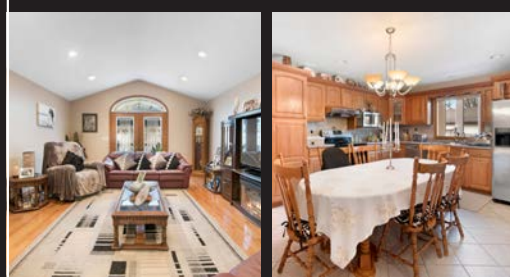
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Some say  
it's "eco-fashion".  
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common sense.

johnnie-O

ETON



# POLO RALPH LAUREN SHOP AT FREEDS

Story by Rafal Ladysz

**Ralph Lauren, a global fashion brand that has resonated with the public for decade upon decade, is now taking its presence at Freed's to a whole new level.**

Stepping foot into the boutique reserved for its products, you will experience the distinct feeling that you've walked into a Ralph Lauren shop, the only question being precisely where you'd fancy to envision yourself shopping.

Right on time too, because the Spring/Summer Collection, also known as California Dreaming, is now here.

Through the Polo, Purple Label and Double RL clothes, it introduces Ralph Lauren's dream of living in California. It celebrates a way of life that he has constantly believed in, which, in his own words, is "a mix of grit and glamour, energy and inspiration."

Six months ago, the designer unveiled his evocative interpretation of west-coast living during a live fashion show at the Huntington Library in San Marino, California.

If you happened to catch the event and saw an item of clothing modeled on the runway that you yourself wouldn't mind donning, then come on down to Freed's.







For the Double RL collection, you will see designs that are inspired by the classic American Western style, as leather belts, leather cardigans, denim suit jackets, soft skin jackets and the Western satin jacket are all focal points in this section.

With the Purple Label collection, you can purchase any number of items that will add a touch of class and suavely style to your wardrobe, such as the monogram-buckle burnished leather belt, a suede overshirt, slim fit stretch corduroy trousers, a cashmere flannel shirt, a suede trench coat, a Ralph velvet jacket, a hand-knit cashmere-blend jumper and more.

Of course, no Ralph Lauren collection is complete sans Polo, with its quintessential and timeless look that has become a trademark for the company. At Freeds, women can appreciate the eyelet-embroidered cotton shirtdress, striped cotton A-line skirt and pointelle-knit cotton dress, and the men can grab a linen-blend tweed jacket, the classic fit striped rugby shirt and the Cortland patchwork jacket.

Stop by Freeds today and experience our Ralph Lauren department for yourself.







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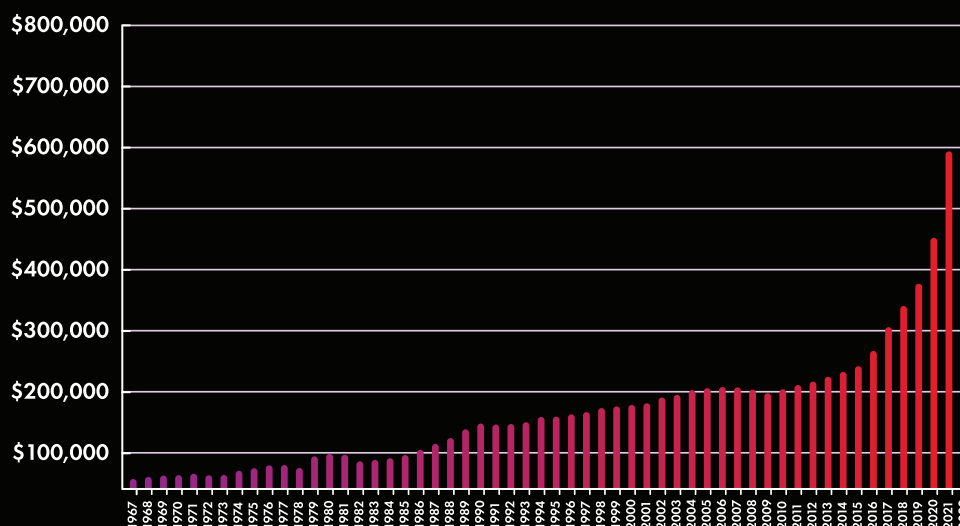
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**ELITE**  
SERICA



# NICK MONTALEONE



What Nick Is Wearing  
Sport Coat: Jack Victor  
Shirt: Serica  
Jeans: 34 Heritage

Real estate demands persistence, adaptability and a unique skillset honed through experience. Nick Montaleone, Team Leader of Team Monty Real Estate Group, embodies these qualities, propelling himself to phenomenal success in the industry.

Previously an Advanced Life Support Paramedic, Nick spent years as a Paramedic before being drawn back to real estate in 2018. Joining his parents as Realtors, Nick saw an opportunity to help people in a new way. His compassion and experience in emergency medicine enabled him to quickly become an industry leader.

"Transitioning from one career to another is typically always a daunting task," Nick says. "When transitioning from Paramedic to Realtor, I was exceptionally nervous about the switch, as I was leaving a career that was secure and that I worked so hard toward. I had devoted a considerable amount of time and energy to Paramedicine. So, when I decided to make the switch to become a real estate agent, I was understandably nervous."

Early reservations aside, Nick swiftly realized his career swerve was a judicious choice, as many of the talents that he'd acquired from his time as a Paramedic were now being performed in the realm of real estate.

"I quickly discovered that my attention to detail, work ethic and adherence to protocol, all critical elements of being a paramedic, were actually incredibly useful in my new role," Nick says. "During my transition year, where I worked in both careers simultaneously, I found that I was able to rapidly excel in real estate. It was a challenging experience, but ultimately a rewarding one."

Bringing attentiveness, compassion and empathy into his newfound role as a realtor, Nick quickly established himself as an industry leader, earning himself and the Team Monty Real Estate Group numerous accolades along the way, including last year's acknowledgment as one of the Top 20 Real Estate Teams in Canada and a Double Centurion Award.

"After switching from Paramedic to Realtor, I realized I had finally found my true calling," Nick says. "While being a Paramedic was fulfilling and commendable, my current role as a Realtor aligns more closely with my personal and professional aspirations."

**T | M**  
TEAM | MONTY



Story by Rafal Ladysz | Photo by Pat Scandale



# SHAWN DYLAN MOIR PARKER

When brothers Dylan Parker and Shawn Moir purchased Parker DKI, they realized that they had formidable shoes to fill. These shoes were also familiar and familial, as, for upwards of 30 years, the previous owners were none other than their parents.

Founded in 1988 by Jim Parker, Parker DKI offers 24/7 emergency disaster recovery and restoration services throughout Windsor and Essex County for residential, commercial and industrial buildings impacted by fire, water, wind, flooding or vandalism.

Dylan and Shawn both understood, early, that they would be handed the reigns at a certain point.

"I think we both knew that we wanted to be business owners, it was just a matter of when it made sense," Dylan says.

"We knew from an early age it was likely up to us to take control of the company," Shawn adds. "We never knew exactly when, only at some point when we were grown up."

Pressure can mount for any business owner, especially when stepping in and recognizing that a successful, flourishing precedent has been set by the original management, and Dylan and Shawn were not immune to feeling the weight of expectations.

"There was the initial pressure of making sure it still runs as good, if not better, than the previous generation," Dylan says. "It was scary at the start. You never want to fail, especially within a family business."

"The pressure I think that weighed heavy on my mind was keeping the reputation up that's been so solid for so long," Shawn states.

After observing how their parents oversaw the business over the years and learning a host of lessons that would prepare them, Dylan and Shawn overcame the early nerves, working to ensure that Parker DKI ascends even further.

"Things have actually gone amazing, we've exceeded our goals," Dylan says. "Shawn and I have put a large emphasis on employee appreciation since taking over. We know that our company would not be what it is today without our staff, and we take care of them in any way we can."

"It's intimidating taking over a company started by family almost 35 years before, but we did and it's never been better, to be completely honest," Shawn says. "To hear how proud Jim is of us is really something special."

Given what Dylan and Shawn have achieved since assuming ownership of Parker DKI, they have proven that pressure can be a privilege.



What Shawn Is Wearing  
Sport Coat: Coppley  
Shirt: Blu By Polifroni  
Jeans: 34 Heritage

What Dylan Is Wearing  
Sport Coat: Jack Victor  
Shirt: Eton  
Jeans: 34 Heritage  
Belt: Benchcraft

Story by Rafal Ladysz | Photo by Pat Scandale





# DR. JEAN-GILBERT PAULO

Dr. Jean-Gilbert Paulo's fascination with healthcare was sparked by the power to assist his community.

"I want to have a direct impact on the healthcare of my community, with specialized knowledge and skills," Dr. Paulo says. "My appreciation for the social component of healthcare is a big motivator for me."

Driven to fulfill his ambition, Dr. Paulo earned his Doctorate of Dental Medicine from the University of Montreal and completed seven years of Postgraduate education to specialize as an Oral and Maxillofacial Surgeon.

"My desire to specialize in Oral and Maxillofacial surgery stems from the number of patients that require the combination of our knowledge of facial anatomy, dentistry, medicine, surgery and anesthesia with manual dexterity," Dr. Paulo says. "It is the most fulfilling profession I can imagine."

Located at 860 Tecumseh Road East, Dr. Paulo's practice is specialized in oral and maxillofacial surgery, with the team at Southwestern Oral and Maxillofacial Surgical Centres priding itself on providing patients with a comfortable environment and quality care.

Evidence-based treatments at Dr. Paulo's office are complemented by his comprehensive knowledge, training and expertise, cementing his reputation as a professional that serves his community.

Dr. Paulo and his team are capable of performing a multitude of surgeries, such as dental implants, wisdom teeth removal, bone grafting with platelet-rich fibrin, biopsies, corrective jaw surgeries and tumor resections.

When he is away from the office and given the opportunity to enjoy some much-deserved downtime, Dr. Paulo loves spending free time with his wife and daughter. That's not to say that he completely takes his foot off the accelerator though, as Dr. Paulo is committed to maintaining an active, healthy lifestyle.

Accepting referrals from dentists across the country, Dr. Paulo and his trusted team of healthcare professionals are prepared to assist patients with their treatment solutions. You can see them at one of two convenient locations: the Windsor office at 860 Tecumseh Road East (Suite 200) or their Leamington alternative at 33 Princess Street (Suite 302). Online, you can find them at [www.sworal.com](http://www.sworal.com) and learn more information about the practice's offerings.



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[www.sworal.com](http://www.sworal.com)

What Jean-Gilbert Is Wearing  
Sport Coat: Jack Victor  
Shirt: Tiger Of Sweden  
Pants: Tiger Of Sweden  
Belt: Hugo Boss  
Shoes: Mezlan

Story by Rafal Ladysz | Photo by Pat Scandale





# CHRISTIAN SAAB

A pervasive problem is confronting businesses from all corners of the globe, and Christian Saab, owner of CPG Recruitment in Windsor, and his team are here to rectify it for them.

When a new job opening is posted, many companies are bombarded with applicants and, frankly, cannot cope with the volume.

"We get our customers because companies will be overwhelmed with the number of applicants received for a job," Christian says. "Companies call us when they need help finding full-time staff and they don't have the time, energy or resources to find them themselves. We come in and give them the hand that they need to find their next best hire."

In the five years that Christian has been running CPG recruitment, he has encountered company after company that is in dire need of assistance due to a similar conundrum.

"We do work across all of North America finding full-time staff for companies and everyone has the same sentence over and over which is 'I can never find the people'," Christian states. "It's amazing to see how many companies are like that, where they've done so well and grown so much, but staffing is their Achilles heel."

A strategic, five-step approach is offered by CPG Recruitment: identifying the problem, commencing the recruitment process, introducing top candidates, allowing a probationary period with the potential candidate and providing the final resolution.

"We start from scratch every time we get a new client," Christian says. "There are great people out there and we are helping companies be ahead of their competition to capitalize on that moment when the one person out of 200 comes through our door and wants to work. We are the first to scoop them up and give them to our client. At the end of the day, we are here to solve your problem of finding that next best hire."

Exciting developments have recently come to fruition for CPG Recruitment, as they opened their new head office at 7786 Wyandotte St. E and franchised the business, expanding to six locations.

CPC Recruitment now has offices in Houston, Texas; Detroit, Michigan; Boise, Idaho; Edmonton, Alberta; London, Ontario; and Windsor, Ontario.

For immediate help with your hiring challenges, you can contact Christian directly at (519) 992-4142 or [christian@cpgincorporated.com](mailto:christian@cpgincorporated.com).

What Christian Is Wearing  
Sport Coat: Soul Of London  
Shirt: Blu By Polifroni  
Puff: Dion  
Pants: Marco Made In Canada  
Belt: Benchcraft



Story by Rafal Ladysz | Photo by Pat Scandale





# SCOTT THOMPSON

After graduating from the University of Windsor with an Honours Degree in Social Work, Scott Thompson learned several crucial skills that he then incorporated into the role of a Realtor, allowing him to connect with and understand his clients comprehensively.

Trust, honesty and communication are at the heart of his relentless efforts for clients and, according to Scott, the most vital qualities that your Realtor must possess.

Today, he is constantly among the Top Producing Agents with Team Goran, which is the Number #1 RE/MAX Team in Canada and the Number #8 RE/MAX Team in the World, and extremely proud of the partnership that has been established.

"Our brokerage, RE/MAX Care Realty, lives up to its name," Scott says. "I encourage you to check out what people are saying about our services. When you are making the most important financial and perhaps personal decision of your life, you want to make sure you hire the best in Canada!"

Much of Scott's noteworthy success stems from the resolute patience that he provides for his clients, with many of his deals being finalized due to the superb rapport he can develop over time.

"In many cases, I have kept in contact with buyers and sellers who were six months to a year out from making any moves," Scott says. "Being able to understand each client's unique situation and needs, I can then guide them from beginning to end, offering them value on market stats, future projections, advice on how to leverage money and insight as to which time is best to buy and sell. This approach helps me earn the trust of my clients. They feel that they aren't just another transaction, they know that I have their best interests in mind from beginning to end."

With aspirations of becoming the top Realtor in Windsor, Scott continues to enhance his expertise, currently completing an intense investors program, so clients can rely on his extensive knowledge to gain value, save money and reach retirement sooner.

This, combined with his background in Social Work, compassion and tireless work ethic, have solidified his reputation as a stellar agent in Windsor. Whether you're hoping to buy your first home, sell for a peak profit or add to your investment portfolio for retirement purposes, Scott is your guy, and we urge you to call him today!



What Scott Is Wearing  
Suit: Boss  
Shirt: Tiger Of Sweden  
Shoes: GoodMan

Story by Rafal Ladysz | Photo by Pat Scandale



# KEITH LUC YOUNG PIGNAL



What Keith Is Wearing  
Jacket: Vuori  
Shirt: Vuori  
Pants: Vuori  
Shoes: On Running

What Luc Is Wearing  
Jacket: Vuori  
Shirt: Vuori  
Pants: Vuori  
Shoes: GoodMan

As the adage proclaims, 'teamwork makes the dream work', and the staff at Young Electrical Services Ltd. certainly exemplifies this, starting at the top with its owner, Keith Young.

When you entrust Young Electrical Services Ltd. with your contracting needs, you are acquiring the services of a tight-knit team that has the experience, versatility and professionalism to manage all projects that it encounters.

"We are fortunate to have a highly trained and experienced crew that has seen pretty much everything the construction world has to offer," Keith says. "We are capable of taking on small renovation projects, custom one-of-a-kind homes, small commercial renovations or large commercial new construction. We are capable and equipped to take on anything."

Their company culture revolves around the team, with staff members making a concerted effort to assist one another, operating as a single, coordinated unit that tirelessly exerts itself for every customer.

"Day-to-day operations are team based, we all help each other to achieve the best possible product for our customers," Keith states. "The seamless transition from field services to office staff to complete a project is second to none."

Throughout the years, consideration for the hard-working staff has also been commendable whenever a breather is necessary, as Keith is appreciative of everyone's need for a deserved break.

"Personally, I have always stressed the importance of my employees maintaining a healthy work/life balance," Keith says. "I encourage staff to take time for themselves and their families."

Growing at a steady pace and sustaining the foundational values that have underscored its admirable success to date, Keith is resolved to keep the company on that course.

"From the conception of Young Electrical Services, we have been a very well-rounded and versatile company; however, for the past several years, I have managed to continue growing while still holding those same values," Keith adds. "Our growth has allowed us to expand into larger projects while still keeping our high-level attention to detail and customer satisfaction."

And that customer satisfaction has been downright unanimous. "The feedback is consistently the same, our team works with other trades and contractors to help create a superior end product for the customer," Keith says. "The quality we provide each and every customer sets us apart."

More of the same can be confidently expected for prospective clients of Young Electrical Services Ltd., located at 206 Forest Avenue in Essex and available at (226) 345-2120.



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Story by Rafal Ladysz | Photo by Pat Scandale





# Maglificio Gran Sasso

Bringing Bonafide  
Italian Craftsmanship  
To Freeds

*Story by Rafal Ladysz*

Maglificio Gran Sasso's roots go all the way back to 1952, when brothers Nello, Alceo, Eraldo and Francesco Di Stefano collectively channeled their entrepreneurial spirit in Sant'Egidio alla Vibrata, a small Italian village south of the border, tucked in between Marche and Abruzzo.

With that, the Di Stefano brothers set out to express their passion for producing knitwear with elegance and quality, creating a fluid, sophisticated style in their clothing.

It is this fundamental focus and belief that has elevated the company's stature. By the 1970s, Maglificio Gran Sasso had achieved staggering success domestically and within international markets, signifying its standing as a respected and consistent global brand.

In 2002, the company set its sights on designing the extraordinary Maglificio Gran Sasso headquarters, a facility exceeding 36,000 square metres, with the intent of uniting the business's various departments, including production, storage, administration and the showroom.

Their usage of space, quality of the working environment and employee wellbeing were of the foremost importance, as the building was designed to accommodate 400-plus employees and feature state-of-the-art machinery.







Every fiber of clothing from Maglificio Gran Sasso, created with antique craftsmanship techniques and modern productive processes.



Maglificio Gran Sasso shares a vivid description of the facility: 'the complex is characterized by a rational and minimal design concept of architect Guido Canali, master in governing construction types already tested, turning them into elements of a coherent language of great civil dignity that fully reflects his customers' spirit.'

Three years later, in a major development that quickly followed the birth of the factory headquarters in Sant'Egidio alla Vibrata, the company launched a new plant in Roseto degli Abruzzi that would specialize in cotton loom weaving.

Fast-forward to today, the company also has an industrial dyeing plant and a breathtaking showroom in Via Monte Napoleone, an upscale shopping street in Milan and one of the most scenic locations in Italy.

Currently, Maglificio Gran Sasso is a prominent company in the production of both knit and casual wear, using natural precious yarns and manual skill throughout their processes. All products are high-end and handmade, which gives customers confidence that their purchase will be exclusive and distinguishable.

As a Green Company that considers the needs of the environment, Maglificio Gran Sasso also adheres

to a number of Green Points in its production process, such as a differential collection that recycles 90 percent of discards, underfloor geothermal heating and cooling, the use of an internal purifier and air filter system, thorough controls of the water resources being used, self-production of electricity from solar panels, use of materials with low emission of volatile substances and designing products that will withstand the test of time.

For the men's collection, there are sweaters, blazers, shirts, t-shirts, polo shirts, beachwear, cashmere, Bermuda shorts, linen pants, vintage shirts and classic shirts, while the ladies' shop includes sweaters, blazers, shirts, polo shirts, top wear, trousers and skirts.

Third-generation family members have recently stepped up and joined the company, working to continuously uphold the lofty standards, innovation and tradition that have been the catalysts responsible for Maglificio Gran Sasso's gradual rise as a global brand.

Every fiber of clothing from Maglificio Gran Sasso, created with antique craftsmanship techniques and modern productive processes, has a palpable message: this item is an authentic piece made in Italy.





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Dress: Black Halo  
Shoes: Steve Madden





Top: AZI  
Jeans: DL 1961





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Jeans: Replay  
Shoes: Swims



## FASHION



Top: Sadie & Sage  
Shorts: Guess  
Shoes: Steve Madden





Hat: J. Lindberg  
Jacket: Nike  
Shirt: J. Lindberg  
Pants: Nike  
Shoes: Bugatti





Sport Coat: Canali  
Shirt: Tiger of Sweden  
Puff: Dion  
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FASHION



Suit: Ted Baker London  
Shirt: Eton  
Puff: Dion  
Belt: Benchcraft  
Shoes: Conhpol

Photo taken at Elite Studios Music Lessons  
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FASHION



Dress: Cinq A Sept  
Shoes: Michael Kors

Photo taken at Elite Studios Music Lessons  
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Dress: Susana Monaco  
Shoes: Michael Kors

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# JOHNNIE-O WILL PUT SOME PREP IN YOUR STEP

Story by Rafal Ladysz



Whilst attending his alma mater, UCLA, years ago, John O'Donnell quickly accepted the notion that his current wardrobe wasn't going to cut it in Los Angeles. Unless some drastic alterations were made with what he wore, from head to toe, he would be distinguishing himself for all the wrong reasons.

"I spent most of my time growing up on the north shore of Chicago in a town called Winnetka, a place where blue blazers, khaki pants and 'alligator' shirts were pretty much the norm," John said. "Ten years later, I moved to Los Angeles to attend UCLA. Suddenly, I saw fewer blue blazers and more corduroy OP shorts. Needless to say, my penny loafers got a lot less play than my new flip flops."

After graduating from college, he moved back to the Midwest area, though it was a brief return for O'Donnell. Los Angeles appealed to him, and he boarded a plane to head straight back.

He picked up a few years of experience in advertising sales and during this time, O'Donnell had that lightbulb moment in his head that every up-and-coming entrepreneur hears, reads and often fantasizes about.



You know, the one in which an ingenious idea hits you, gains considerable traction when you serve it up to the public and permeates the average consumer's shopping necessities.

"After a few more years in advertising sales and some walking in my sleep selling financial printing in Los Angeles, I had an idea, an idea that was rooted in years of blue blazers, penny loafers, and khaki pants coupled with years of flip flops, board shorts, and graphic t-shirts," O'Donnell said. "Ten years later, johnnie-O, the brand, is making good on my original vision of bringing west coast prep to life."

Heralded as the next classic American brand, johnnie-O celebrates the SoCal lifestyle through premium products, everything from apparel and footwear to accessories for men and boys.

Their collection features polos, button-up shirts, shorts, swimwear, boxers and pajamas. Also, there are various staples to take in, collections with engrossing labels: The Essentials, John's Picks, Hangin' Out, PREP-FORMANCE, Featherweight, Top Shelf, Big & Tall.

All pieces of clothing are intended to be of the highest quality and there is an additional detail that johnnie-O has become lauded for.

"We like to call it our 'top spin'," John says. "To put a quick hammer on a nail here, it's about that unexpected, but much appreciated add-on feature. Take our patented Tweener Button® for example. It's a tiny button with a huge impact that's been a serious game-changer for any guy that's come in contact with it. We just keep pushing that button, literally."



THEIR COLLECTION FEATURES  
POLOS, BUTTON-UP SHIRTS,  
SHORTS, SWIMWEAR, BOXERS  
AND PAJAMAS.

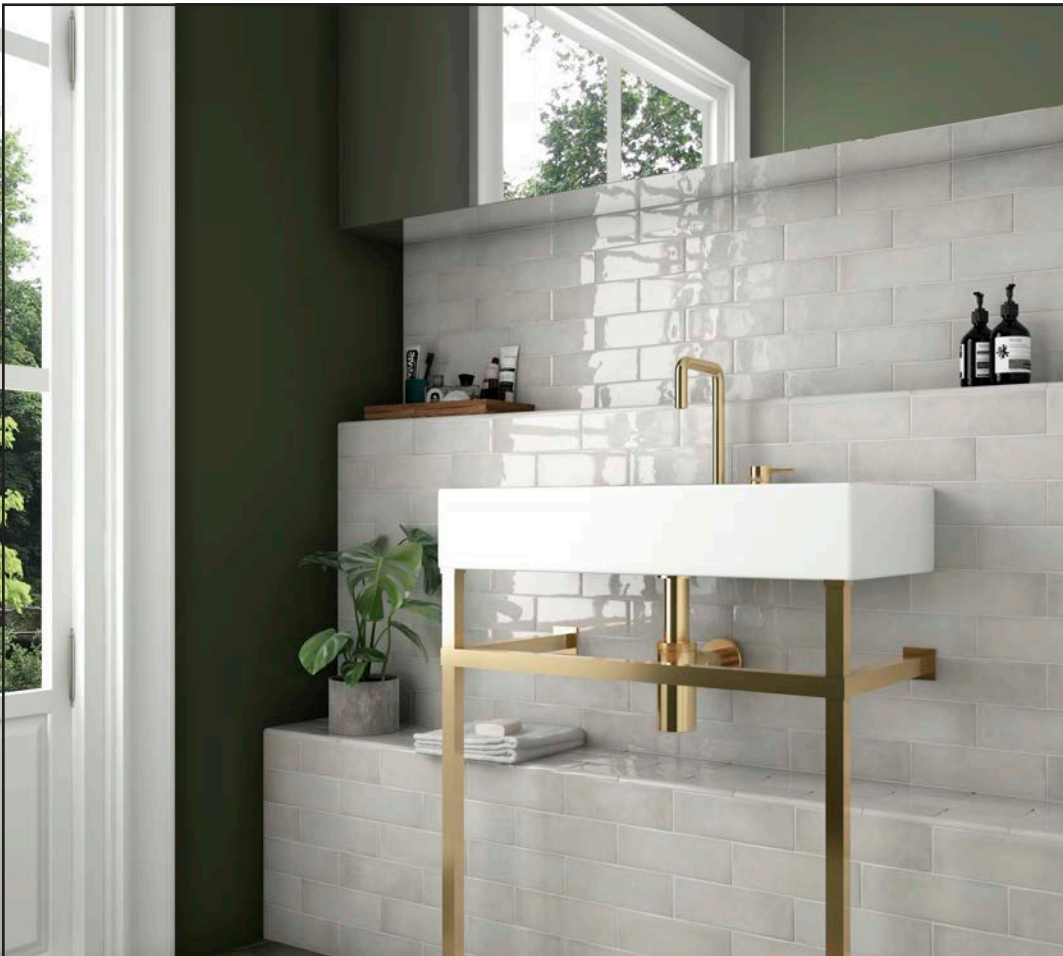


Johnnie-O's patented Tweener Button is included on all its sports shirts, lying in between the second and third button, a neutral zone in a crucial clothing territory that prevents one from being overly buttoned-up or insufficiently buttoned-up.

Just last year, johnnie-O earned a minority investment funding of \$108 million from Wasatch Global Investors and Ares Management Funds, a great achievement and indicator of the company's year-on-year growth.

With its headquarters in Los Angeles, as well as offices in the Midwest and the east coast, johnnie-O is quite intent on remaining situated in both worlds that it aims to combine and conquer, which are the easygoing SoCal lifestyle and the established east coast customs.





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# LADIES NIGHT *at Freed's*



On April 27th, Freed's hosted their Freed's Woman Ladies Night. This is an exclusive fashion show featuring the exciting lines for spring/summer 2023.

Guests were treated to exquisite hors d'oeuvres from Spago as well as giveaways for incredible prizes. The evening was topped off with an exclusive one-night-only discount on these fabulous brands.







**SARA**  
Hat: Fame  
Top: Astrid  
Shorts: Guess



**TALIA**  
Dress: Black Halo  
Shoes: Dolca Vita



**FADIA**  
Outfit: Empoved  
Shoes: Dolce Vita



**ZEINA**  
Dress: Susana Monaco



**MAIA**  
Dress: Deluc  
Shoes: Steve Madden



**ZEINA**  
Susana Monaco

**TALIA**  
Black Halo

**MAIA**  
Likely  
**KIM**  
Likely

**FADIA**  
Susana Monaco

**DIANE**  
Kay Unger

**JACKIE**  
Black Halo

**STEPHANIE**  
Black Halo

**MONICA**  
Joseph Ribkoff

**SARA**  
Likely





A collage of various Italian dishes including a large platter of cured meats and cheese, a bowl of tomato soup, a plate of fried shrimp, a plate of lamb chops, and a plate of pasta. The background is a red overlay with the Spago logo and text.

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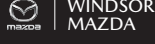
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