

FREEDS

SPRING/SUMMER 2024
ISSUE TWENTY FIVE

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**A REAL ESTATE
JOURNEY
THROUGH
THE DECADES
WITH JIM BROAD**



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Dear Readers,

We are thrilled to welcome you to the 25th issue of FREEDS Image Magazine, a milestone that marks not only a significant achievement for our publication but also a celebration of the ever-evolving world of fashion. This journey has been an incredible one, filled with creativity, innovation, and dedication to bringing you the best in fashion, beauty, and lifestyle. In this special 25th issue, we are excited to present a curated collection of articles that highlight the latest trends, as well as shine spotlights on business professionals within the region who have their own achievements to celebrate.

We owe this milestone to you, our loyal readers, whose passion and enthusiasm inspire us to push the boundaries. Your support has been the driving force behind our success, and we are immensely grateful for the trust you place in us with every issue. Thank you for continuing this journey with us.

With gratitude,

Ari Freed, Derek Freed, Evan Freed & Dan Orman

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34 Heritage

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IN THIS ISSUE

- 24 FASHION FROM COAST TO COAST
- 28 SPRING/SUMMER FASHIONS
- 38 SUPREME SERVICES: YES! WE CAN DO THAT!
- 54 SUITED TO YOUR NEEDS
- 58 A STEP ABOVE
- 64 25 ISSUES OF STYLE & FASHION
- 68 SPRING/SUMMER FASHIONS
- 78 RIDING TOWARDS THE OLYMPICS
- 82 LADIES NIGHT AT FREEDS

FEATURE

- 16 A REAL ESTATE JOURNEY THROUGH THE DECADES WITH JIM BROAD

FREEDS IMAGE PROFILES

- 42 MATT JONES, DARCY KING & PAT LIZZI
- 43 RENE, BRANDY & SHAWN LAPORTE
- 44 ROB MATHERS & CHRIS MACLEOD
- 45 ADAM ROSSETTA & ANDREW SCHINCARIOL
- 46 DREW VARSAVA





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Buon Appetito!

Joe Ciaravino, President
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A REAL ESTATE JOURNEY THROUGH THE DECADES WITH JIM BROAD

Story by Jessie Gurniak | Photos by Pat Scandale

Jim Broad is a seasoned real estate professional with an impressive 29 years in the local market, marking his beginnings in 1995. With a background that includes 18 years at GM Windsor Trim Plant, Jim's transition into real estate was driven by a passion for homes and renovation. When he purchased his first home at the age of 22 Jim knew nothing about taking care of a home. But after spending approximately 1 year apprenticing as an electrician to learn the trade you get into attics, crawl spaces, and between walls he got to see what a house is made of. From wiring to plumbing, windows and doors, drywall, ceramic, roofing and landscaping, he learned to enjoy the work and how to renovate.

"I only hold a license for Real Estate but I have a very good idea of what I am looking at when I walk through a home with a buyer," says Jim. "I believe that is a big asset for my clients."

Loyalty and integrity are the foundational pillars in Jim's business model. What sets him apart is his unwavering commitment to putting his clients first, ensuring their needs are met with care and expertise. He has continually demonstrated a commitment to his clients' needs, prioritizing their aspirations, and creating long-lasting relationships built on trust. He leads every interaction with integrity and honesty.

"From residential properties to new home construction, investment opportunities to farmland, and vacant land to commercial ventures, Jim has a proven track record of success in every sector."



Whether it's assisting first-time buyers in finding their perfect starter home or guiding sellers through listing their properties, Jim has always believed in treating people the way that he would want his family treated. His approach ensures a smooth and successful transaction.

Jim feels blessed to work with so many amazing people and grateful that he is still working with several of his first clients. Just last year Jim assisted a client whom he first worked with back in 1996. He sold two of their homes and helped them downsize their family home into their retirement home now that the family has grown and moved out.

"I am grateful to have long lasting trusted relationships," says Jim. "I am very grateful and feel very fortunate to have worked with people that I went to school with, and I am now allowed and trusted to assist their kids find their first and second homes. I find it amazing that I am working with young people that my own kids went to school with, and I treat them and look out for them all as though they were my own family."



From residential properties to new home construction, investment opportunities to farm land, and vacant land to commercial ventures, Jim has a proven track record of success in every sector. His diverse portfolio speaks volumes about his adaptability. Through his tenure, he has witnessed many market cycles and therefore understands how to thrive in any real estate environment. After 29 years in real estate, Jim has built a foundation of professionals around him that echo the same integrity and loyalty as him. This foundation of knowledge is extended to every client and ensures a seamless experience.

When it comes to his network, Jim has several working relationships that he has been working with since the start of his business and over the last 20 years, including some of the very first home inspectors in Windsor-Essex County, as well as excellent lawyers and mortgage specialists. Jim also wishes to spread his gratitude to Albert Kantarjian, a long-time friend and colleague, who started on a new and exciting adventure in January of 2020 as the owner and Broker of Record of RE/MAX CAPITAL DIAMOND REALTY. Jim is grateful to be able to work with Albert and share his space.

Beyond business, Jim's heart lies with his family, community, and philanthropic endeavours. Raised in Windsor-Essex, he cherishes his deep-rooted connections and actively contributes to community causes, sponsoring several golf tournaments for cancer research and mental health foundations, and mortgage corporations. He feels blessed by the many friends that have become clients, and clients that have become friends and neighbours. Family, long-time friends, and community are all very important to Jim. Having a close connection and amazing support group with his immediate family, parents, three siblings and their families, while also maintaining heartfelt friendships that date all the way back to high school is something that Jim considers himself lucky to have.



Behind all his success, Jim has the support of his amazing family. The proud father of three adult children, Jim is grateful to watch them reach for and realize their own dreams. Julia, 31, resides in Toronto with her partner, Noah, and a thriving career as a Dietitian. Daniel, 29, is enjoying work as a carpenter and is now entering his 10th year in the trades while following in his fathers footsteps with homeownership at a young age. Jenna, 26, has begun her Masters Degree in Psychotherapy after completing a double major at the University of Windsor and a fast tracked diploma from St. Clair College.

Jim continues to love what he does, including helping people and being with people. He enjoys helping sellers and buyers realize their dreams, enjoys sharing ideas with sellers, and discussing how they should prepare their home for sale, as well as setting up a buyer with the proper tools to move forward and purchase their homes with confidence and organization. In choosing Jim Broad as your real estate partner, you gain access to a wealth of knowledge and experience as well as unparalleled guidance and support across every aspect of your real estate journey.

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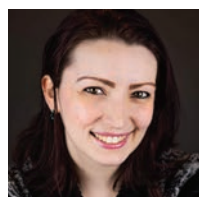
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Fashion from Coast to Coast



In a world where fast fashion often reigns supreme, Johnnie-O stands apart for its craftsmanship and durability. With the arrival of the Spring and Summer Collection, Johnnie-O redefines contemporary style, effortlessly blending sophistication with laid-back charm. At the heart of every Johnnie-O garment lies an unwavering commitment to quality.



Story by Jessie Gurniak



Drawing inspiration from the vibrant energy of coastal living, the collection features a blend of timeless classics and contemporary essentials. From tailored blazers paired with khaki shorts to performance-driven activewear designed for outdoor adventures.

It challenges the notion of what it means to be 'preppy', transcending stereotypes and embracing the human experience. Who's to say a man can't don khaki shorts with a blue blazer or enjoy pizza and a glass of wine? When you wear Johnnie-O you can feel comfortable living your best life while embracing the simple pleasures of being your one true self.

What sets Johnnie-O apart is its penchant for the unexpected—the 'top spin' factor, as they call it. Beyond just quality, each garment comes with a unique twist that elevates it from ordinary to extraordinary. Take, for instance, their patented Tweener Button® – a small addition with a significant impact, revolutionizing the way men interact with their clothing.

With headquarters in Los Angeles and offices spanning across the Midwest and East Coast, Johnnie-O embodies the best of both worlds. The collections seamlessly blend the sophistication of the East Coast with the laid-back vibes of the West Coast, offering a versatile range of apparel that caters to the diverse tastes of their clientele.

At its core, Johnnie-O is a celebration of individuality and the human experience. By challenging the stereotypes associated with preppy fashion, the collection empowers men to embrace their unique sense of style without limits.

Because when you wear Johnnie-O, you're not just wearing clothes—you're making a statement about who you are and the life you choose to live. Embrace the soft colour palette and rich textures that make Johnnie-O the laidback luxury brand that makes you feel good about yourself.





The collections seamlessly blend the sophistication of the East Coast with the laid-back vibes of the West Coast, offering a versatile range of apparel.

In an exciting expansion, Johnnie-O has recently launched a line for women. The captivating collection seamlessly blends everyday essentials with comfort, all while still holding true to the quality and style that makes the Johnnie-O brand unique.

With the launch of the women's collection, Johnnie-O reaffirms its commitment to providing high-quality, stylish essentials for every aspect of life. Whether it's a versatile dress for running errands or a chic matching set for a weekend getaway, each piece has been designed to empower women to embrace their individuality and live life with confidence. The debut of Johnnie-O's womens clothing is available for this Spring and Summer collection.

Are you ready to look as good as you feel? Shop with comfort, style, and quality in mind. Johnnie-O can't wait for you to join their ultimate collection.





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Jeans: AG Denim
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Belt: Brave
Shoes: Capelli Rossi
Purse: Michael Kors



Sport Coat: Soul Of London
Pants: Brax
Belt: Benchcraft
Backpack: Cole Haan
Shoes: Cole Haan





Vest: Steve Madden
Shorts: Steve Madden
Bag: Christian Villa
Shoes: Kaanas



Shirt: Vuori
Shorts: Vuori
Shoes: Cole Haan



Top & Skirt: Simkhai
Purse: Crystale
Shoes: Badgley Mischka



Sport Coat: Soul Of London
 Shirt: Horst
 Pants: Paige
 Belt: Anderson Italy
 Shoes: Cole Haan





Dress: Deluc
Necklace: Jenny Bird
Shoes: Dolce Vita



Sport Coat: Jack Victor
Shirt: Serica
Pants: Brigilia
Puff: Serica
Shoes: Boss



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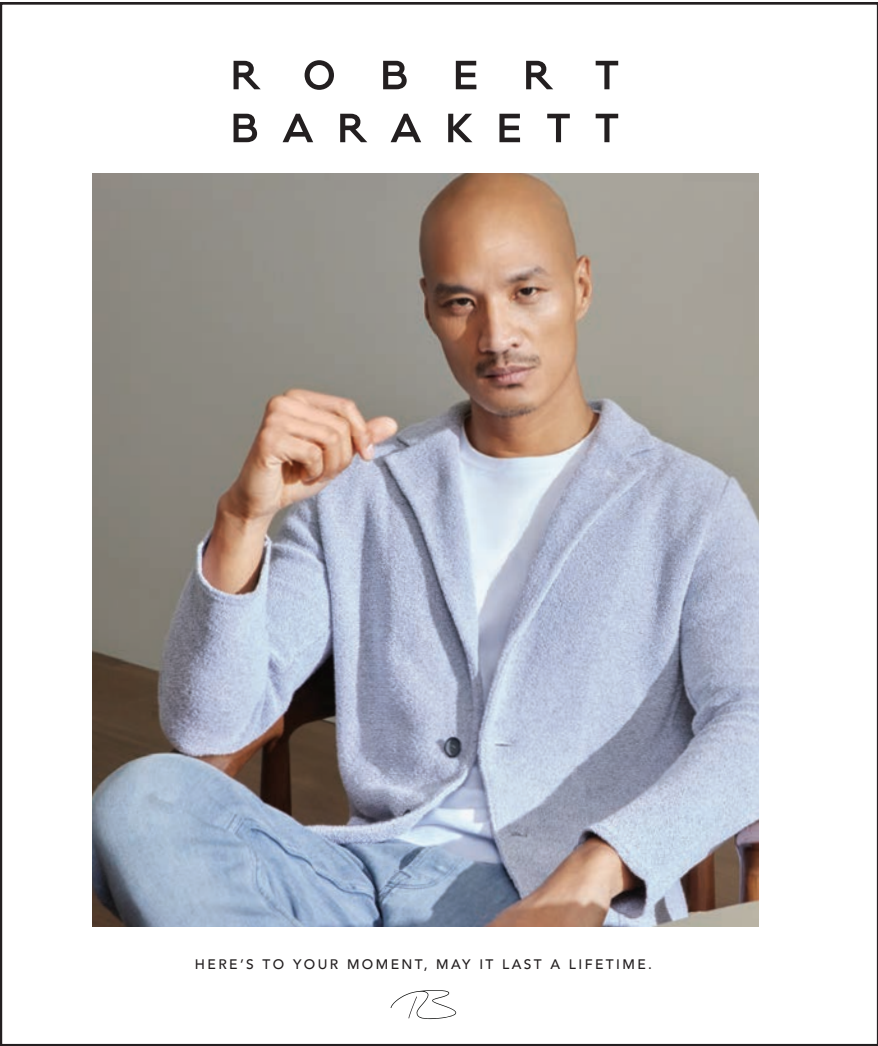
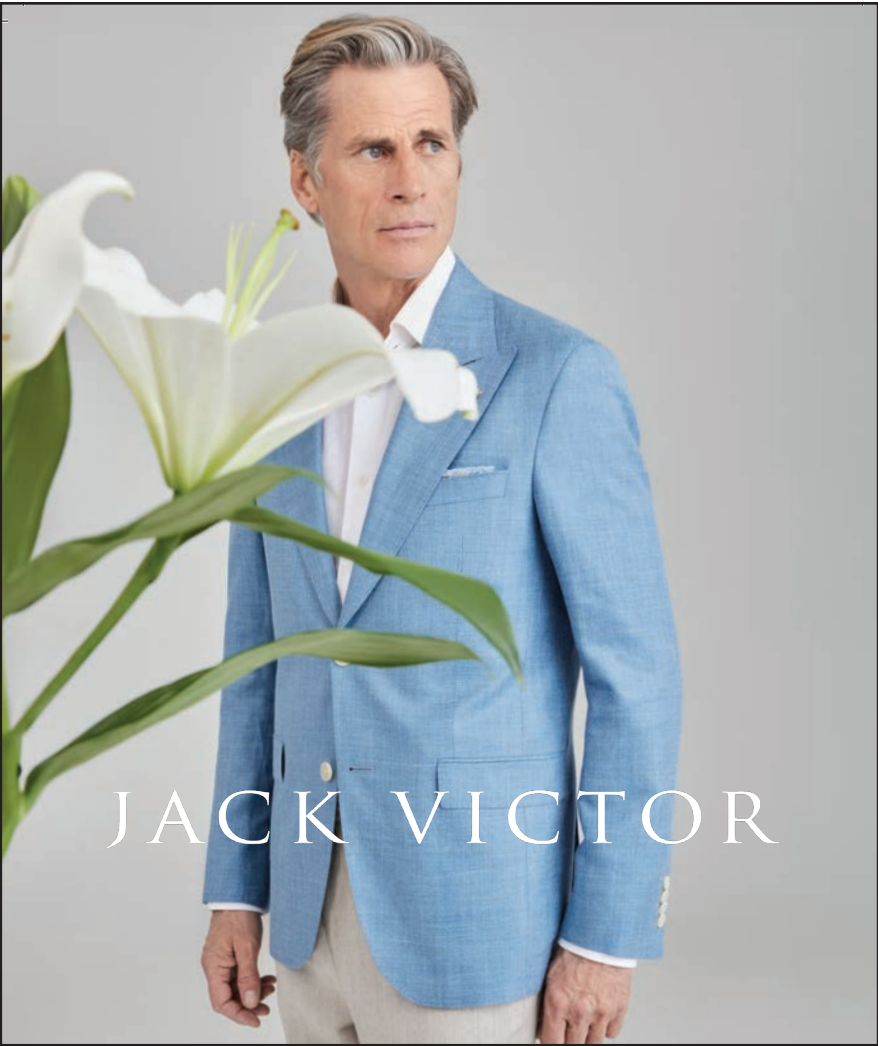
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“Yes! We can do that!”

SUPREME Services team from left to right: Kyle Miller, Candice Canty, Dan Radmore, Cory Marchildon, Joel Nantais, Charles Banham, Steve Asher



“I believe that good companies are led by leaders who recognize that their company is only as extraordinary as their people,”

Dan Radmore

Reflecting on the early days, Dan Radmore, owner of Supreme Services, recalls the infectious energy that fueled their growth. “Yes, we can do that” became more than just a catchphrase—it was a mantra, a promise to their customers that no challenge was too daunting. In those formative years, Supreme Services thrived on the thrill of taking on new projects, eagerly embracing each opportunity to make a difference. Today they are much more selective in what they say ‘yes’ to but there is not much they don’t do.

Radmore and team call it the Supreme Advantage. Gone are the days of dealing with multiple contractors for different projects. With Supreme Services, you gain access to a diverse range of divisions, each strategically designed to address every aspect of construction and restoration with precision and expertise.

Here’s a glimpse of what they offer:

- Emergency Restoration (fire, flood, storm damage)
- Environmental (mould, asbestos, trauma clean up)
- Supreme Basements (waterproofing and sump pumps, foundation and crawlspace repairs)
- Renovations (new additions, kitchens, bathrooms)
- Facility Maintenance (commercial repairs and maintenance)
- Supreme Handyman (smaller residential home repairs—their newest division)

When asked about the success of Supreme over the last several years, Radmore is quick to state that it isn’t just about projects completed or divisions expanded—it’s about the people who make it all possible and their unwavering commitment to excellence.

"For us, it's not just about filling positions; it's about finding individuals whose character and attitude align with our values and vision," said Radmore. "We often talk about 'getting the right people on the bus,' a philosophy that underscores our belief in the power of exceptional individuals. When we prioritize character and attitude over mere competence, remarkable things happen. We've seen firsthand how a dedicated team can overcome any challenge, adapt to any situation, and ultimately drive our company's success forward."

Growth

One of Supreme Services core values is growth. Radmore talks about how they take their commitment to invest in their team members seriously.

"We want to see people grow, not only in their jobs but in every aspect of their lives." Radmore continued. "If they leave Supreme Services one day—we want them to leave better for having worked with us."

With that in mind Supreme Services hosts a monthly ATM (all team meeting), and a quarterly supervisor session called Supervisor Bootcamp. In all these sessions Radmore and the management team provide leadership training related to one of their core values as well as general management training. They are also testing after hours training on general life-skills in a program they call THRIVE. These courses have involved basic financial planning, improved communication among other things.

"I believe that good companies are led by leaders who recognize that their company is only as extraordinary as their people," Radmore said. "At Supreme we value our team and ensure they know it. And at the heart of great teams is a culture of safety and trust—we know that we can count on each other."

Giving Back

Supreme Services recognizes that there are lots of needs in the communities they serve so they are dedicated to giving back. The company is very supportive of the Downtown Windsor Community Collaborative (DWCC) which is involved in making the downtown a better place, as well as smaller organizations like Julian's House—a supportive centre for those who are grieving.

Discover the Supreme Advantage, one company, multiple divisions—for all your home repairs! Visit www.supremeservices.ca or call (519) 946-0363 to get started.

"At Supreme we value our team and ensure they know it. And at the heart of great teams is a culture of safety and trust—we know that we can count on each other."

Dan Radmore



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MATT JONES DARCY KING PAT LIZZI



Culinary connoisseurs of Windsor-Essex County truly haven't experienced it all until they've tasted the delights of fine dining; and at the heart of it all comes Mezzo Ristorante. At Mezzo, every detail is meticulously curated. From the expertly crafted menu by Head Chef Pat Lizzi to the handcrafted cocktails and extensive wine selection, every aspect reflects a dedication to excellence.

For Darcy King, owner, Mezzo is a legacy. Taking the reins as a silent partner in 2013, Darcy orchestrated a remarkable turnaround, breathing new life into the establishment and helping to cement its place as an iconic eatery in the region. Complementing his business expertise is Matt Jones, General Manager, whose wealth of industry accolades brings a blend of skill and creativity to the forefront that are sure to exceed expectations.

With a shared commitment to excellence and community engagement, Darcy, Matt, and Pat have turned Mezzo into a masterful fine dining destination at the top of Windsor's culinary landscape. Just as their skilled bartenders artfully pour your cocktails, the trio pours their heart and soul into the very foundation of their gastronomic venture. As the next chapter of Mezzo Ristorante begins to unfold, the community can expect to see big things blossoming right in Little Italy. With plans to bring in celebrity chefs and host fundraising events, all with giving back to the community in mind, it's clear that Mezzo's future is bright. Plus, Matt ensures that his dedication to training employees will continue to enhance the experience.

Together, Darcy King, Matt Jones, and Pat Lizzi are a force to be reckoned with. Champions of culinary excellence and ambassadors of community spirit, this trio, alongside the rest of their passionate team, promise to continue serving nothing less than excellence with each exquisite dish, and flawless service delivered by heartfelt hospitality. The recipe for success starts with passion. At Mezzo Ristorante, the table is set, the wine is poured. Come and be a part of something truly extraordinary at 804 Erie St East.

MEZZO

What Matt Is Wearing
Vest: Soul Of London
Shirt: Robert Graham
Pants: Sould Of London
Shoes: Cole Haan

What Darcy Is Wearing
Sport Coat: Coppley
Shirt: Robert Barakett
Pants: 34 Heritage
Shoes: Boss

What Pat Is Wearing
Jacket: Armani
Pants: Paul Marco
Shoes: Ecco

Story by Jessie Gurniak | Photo by Pat Scandale

RENE, BRANDY & SHAWN LAPORTE

At Matrix Landscaping, Brandy and Rene Laporte pour their passion for nature into every project. Specializing in rock retaining walls, natural stone patios, landscape beds, trees, shrubs, decks, fences, and lawns, they're committed to the beauty of the outdoors in your backyard.

It's not just about landscaping; it's about family. As a local, family-owned business, they understand the nuances of the community, blending expertise with a personal touch to reflect what makes each client unique. Plus, with Rene's meticulous attention to detail and dedication to customer satisfaction, each project is a labour of love.

"One of our most memorable success stories was when we worked with Habitat for Humanity creating outdoor spaces that families could enjoy along with their new home," says Rene. "Seeing the joy on their faces as they stepped into their transformed space was incredibly rewarding."

What began as a love for crafting outdoor beauty has blossomed into a thriving enterprise—a passion that now spans over 35 years. Celebrating its 15th anniversary this year, Matrix Landscaping is excited to see what the next 15 years will bring.

Rene and Brandy are devoted to their family, relishing moments boating, gardening, and exploring nature. Rene's son, Shawn, a recent addition to the team, brings years of experience in heavy machinery operation and irrigation, enhancing Matrix Landscaping's capabilities.

Matrix Landscaping's success wouldn't be possible without their dedicated crew and office manager, whose hard work and dedication have contributed significantly to their achievements. Together, they're ready to transform outdoor spaces into havens of beauty and tranquility.



Story by Jessie Gurniak | Photo by Pat Scandale



What Rene Is Wearing
Sport Coat: Saville Row
Shirt: Serica
Jeans: 34 Heritage
Shoes: Cole Haan

What Brandy Is Wearing
Blazer: Central Park West
Top: Gracia
Pants: Cambio
Shoes: Dolce Vita

What Shawn Is Wearing
Sport Coat: Soul Of London
Shirt: Blu
Pants: Brax
Shoes: Cole Haan

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At Realty ONE Group Iconic, we believe in keeping it real, honest, and downright enjoyable. Say goodbye to the smoke and mirrors—our team is here to deliver transparent and hassle-free service that's as refreshing as a cool breeze off Lake St. Clair.

Led by a crew of local legends who know the Windsor scene like the back of their hands, we're not just about buying and selling properties. We're about making dreams come true and having a blast while doing it.

So, whether you're on the hunt for your dream home, looking to sell with ease, or itching to dive into the world of real estate investment, count on Realty ONE Group Iconic to be your trusty sidekick. With us, you can kiss the stress goodbye and say hello to a real estate experience that's as fun and chill as a day at the beach.

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What Rob Is Wearing
Suit: Leif Horsen
Shirt: Eton
Belt: Benchcraft
Shoes: Florsheim

What Chris Is Wearing
Tuxedo: Leif Horsen

Story by Jessie Gurniak | Photo by Pat Scandale

ADAM ROSSETTO

ANDREW SCHINCARIOL



What Adam Is Wearing
Sport Coat: Soul Of London
Shirt: Blu
Pants: 34 Heritage
Belt: Benchcraft
Shoes: Bugatti

What Andrew Is Wearing
Sport Coat: Horst
Shirt: Blu
Pants: 34 Heritage
Shoes: Bugatti

Adam and Andrew, the dynamic duo behind ANR Concrete Studio, are poised to revolutionize the Windsor market with their Glass Fiber Reinforced Concrete (GFRC) products. From commercial to residential, their portfolio boasts an unmatched spectrum of work that spans across kitchens, bathrooms, fireplaces, and more.

The idea for this business venture began during a trip to Napa Valley where Adam discovered a passion for the unique craft. Recognizing a gap in the local market, he leveraged his background in manufacturing with the goal of filling the void. Coupling his skills together alongside his lifelong friend, Andrew, the duo is a force to reckon with as Andrew tackles the challenges of designing and sales, and Adam uses his hands to bring each product to life through the manufacturing process.

The idea behind every project is to bring the client's vision to life. The ANR Concrete Studio team will do whatever they can to see that vision through to the end. Their commitment to an exceptional customer experience, empowering clients to explore endless possibilities of color, design, form, and function.

Starting out in a modest two-car garage and now thriving in a spacious 4,000 square foot creative haven, they stay deeply grateful for their humble origins and the support of their first clients.

Both devoted family men, Adam enjoys fishing while Andrew relishes golfing and squash matches. ANR Concrete Studio embodies not just a business but a testament to friendship, innovation, and a commitment to crafting timeless works of art.

Visit ANR Concrete Studio at 921 Tecumseh Rd. W. or online at www.anrcs.ca to set your dreams in concrete.

anr | **Concrete Studio**

Story by Jessie Gurniak | Photo by Pat Scandale



DREW VARSAVA

Drew Varsava is your trusted advisor and partner in achieving your real estate goals. With a career spanning over 25 years in advertising, Drew seamlessly transitioned into his role as a REALTOR® at Deerbrook Realty Inc. With the real estate market heating up this spring and summer, Drew joins the team with a passion for helping clients achieve their goals.

Drew's personalized approach sets him apart from competitors. He takes the time to understand each client's unique needs, preferences, and circumstances, tailoring his services accordingly. His in-depth knowledge of the local market, combined with his dedication to transparency and integrity, brings confidence to his clients to make informed decisions.

Drew's passion for real estate was cultivated over years of observing market trends and exploring different neighborhoods. With excellent communication and negotiation skills, he ensures a smooth and transparent process for his clients.

Outside of real estate, Drew is a proud resident of the Windsor-Essex area, where he lives with his wife and two children. He enjoys spending time with his family, pursuing his passion for music as a member of a local band, and engaging in outdoor activities like cycling, sailing, and skiing.

When you choose Drew Varsava for a real estate experience that exceeds your expectations, you choose a partner who goes the extra mile to turn your dreams into reality.



What Drew Is Wearing
Sport Coat: Fish Named Fred
Shirt: Blue Industry
Jeans: Paige
Belt: Anderson Italy
Shoes: Cole Haan

Story by Jessie Gurniak | Photo by Pat Scandale

PATRICK ASSARAF





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PERIPHERAL NEUROPATHY ADVISORY

"COULD THIS NEW TECHNOLOGY IN CANADA BE THE ANSWER TO LONG-SUFFERING NEUROPATHY?"

Windsor's premier centre for non-surgical treatment of spine related pain has just undergone yet another upgrade. The Schisler Spine Centre has become a site for the advanced treatment of a condition called peripheral neuropathy. Under the umbrella of NeuroDoc treatment centres in the United States, it is the first centre in Canada to open.

Again, Windsor gets some good news! Treatment for the painful condition of peripheral neuropathy is now available for the first time in Canada using new and advanced technologies that have been shown not only to decrease the pain associated with neuropathy, but also stimulate the growth of nerve and blood vessels, all without harmful medications.

Peripheral neuropathy is a condition causing damage to the nerves coming off the spinal cord. This condition often causes weakness, numbness, and pain, usually in the hands and feet. Most people are familiar with diabetic neuropathy, a consequence of uncontrolled diabetes that can lead to amputation. Unfortunately, neuropathy is a degenerative condition that progresses if nothing is done. Studies show that medication alone is not enough to stop its destructive process. It is estimated that peripheral neuropathy affects up to 20% of the adult population. But there is good news!

While traditional methods use medications to mask symptoms, new technological advances provide a fresh and painless approach to get patients relief. Dr. Craig Schisler has opened the first NeuroDoc Centre in Canada. "Being a NeuroDoc Centre gives us access to all the latest cutting-edge research and technologies related to the non-pharmaceutical treatment of neuropathy. Why shouldn't Windsor have the very best the world has to offer?" But can new technology really affect the damage that longstanding neuropathy causes?

"We've been treating neuropathy for over two decades. There's a range of symptoms that occur when nerve and blood vessels become damaged. With the new technology, we're seeing better results than ever."

The NeuroDoc method uses a combination of technologically advanced modalities that has been proven through research to reverse the symptoms of neuropathy. What's more, patients are reporting much more than a reduction of pain; they report significant decreases in numbness and tingling in hands and feet, and improvements in balance.

If you or someone you care about is suffering from peripheral neuropathy and is looking for a drug-free solution, there's great news! Mentioning this article will get you a free, no-obligation consultation with Dr. Schisler.



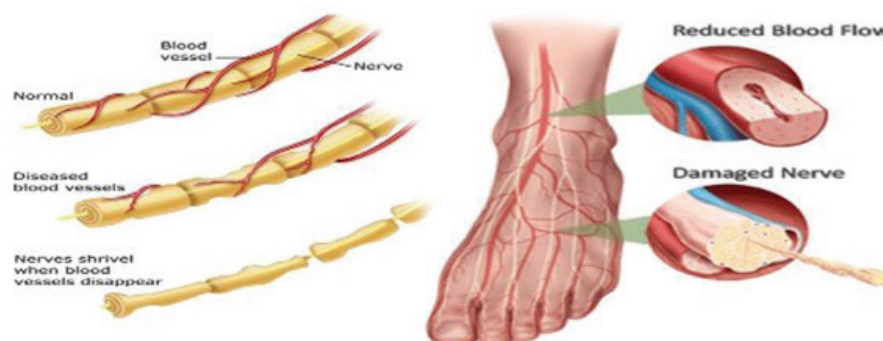
Dr. Craig Schisler

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SYMPTOMS OF PERIPHERAL NEUROPATHY MAY INCLUDE:

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- **Sharp, jabbing, throbbing, or burning pain.**
- **Extreme sensitivity to touch.**
- **Pain during activities that shouldn't cause pain, such as pain in your feet when putting weight on them or when they're under a blanket.**
- **Lack of coordination and falling.**
- **Muscle weakness.**
- **Feeling as if you're wearing gloves or socks when you're not.**
- **Inability to move if motor nerves are affected.**

WHAT IS PERIPHERAL NEUROPATHY?



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Bridging the gap between signature craftsmanship and fabric innovation, **BUGATCHI's Double-Sided OoohCotton** offers unparalleled versatility.



"The addition of the Double-Sided OoohCotton® shirt not only reiterates our brand's commitment to craftsmanship but reinforces our dedication to incorporating the latest technology into our products," said Cecile Revah, CEO of BUGATCHI. "We have received great feedback from our wholesale partners who look forward to rolling out this launch with us in Fall 2024."

With the same outstanding qualities of the hero OoohCotton®, the upcoming launch features a fabric technique that is compact and high-density, allowing print on both sides without having much grain throughout. This launch will be available at Freeds September 2024, inclusive of BUGATCHI's Fall/Winter 2024 collection.

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A black and white photograph of a man from behind, wearing a white shirt. The shirt is slightly open at the collar, and the man's hands are near his neck. The background is a bright window with dark frames. The word "BUGATCHI" is overlaid in the center in a white, serif font.

BUGATCHI

BUGATCHI.COM



SUITED TO YOUR NEEDS

Story by Jessie Gurniak

Photos provided by Farmwife Photography

A well-fitted suit remains a timeless essential in any wardrobe, and as wedding season is quickly approaching numerous couples gearing up to tie the knot, it's important to be ready for the occasion. At FREEDS, discover the suit of your dreams with our renowned Suit Package, boasting over 50,000 suits sold internationally! Each suit package purchase includes a dressshirt, tie, belt, socks, and even a pair of shoes at no extra cost. And all this for just \$299 or \$399, making FREEDS suit packages not only ideal for weddings, but for proms, graduations, and more!

Trust our experts to find your perfect fit. We employ a proven process to determine your size accurately, guiding you to find the ideal fit and offering a range of colors from timeless black to trending burgundy.

At FREEDS, you'll find a plethora of style options, making us the wise choice for the fashion-forward man seeking superior quality in a modern, tapered fit. From Classic to Modern Slim Fit or Premium Wool, FREEDS offers suit packages to suit every budget. Custom suits and accessories are available for every occasion, with made-to-measure suits crafted at the highest level.

If you're preparing your groomsmen for a wedding this year, now is the time to explore suit options. Ideally, fittings should be arranged two months before the wedding to allow for any necessary alterations. But don't fret if your party includes out-of-town members; we can arrange to have their suits shipped directly to their doorstep.

Our world-class tailors and haberdashery experts at FREEDS are eager to assist you in assembling your sleek and impeccable suit, complete with all the necessary accessories.



This Suit Package deal is unbeatable. Our exceptional team of suit aficionados possesses the knowledge and skills to ensure you and your wedding party make a prestigious entrance at the venue. Plus, this deal is even more accessible through our partnership with Sezzle. With Sezzle, you can split your suit payments into four interest-free installments over six weeks, with no impact on your credit score! Achieving exquisite taste and a dashing manner has never been easier.

Our world-class tailors and haberdashery experts at FREEDS are eager to assist you in assembling your sleek and impeccable suit, complete with all the necessary accessories. These affordable suits are crafted with quality and care, offering your wardrobe a notable upgrade.

At FREEDS, we aim to have you suited up and ready to go as quickly as possible without compromising on quality. No need to schedule an appointment—simply walk in, and our experts will greet you, ready to help you achieve the dapper look we know you can pull off.

FREEDS is your ultimate destination for suiting up for your next formal event. Join the excitement and dive into the Suit Package craze by visiting FREEDS today for all your formal attire needs.

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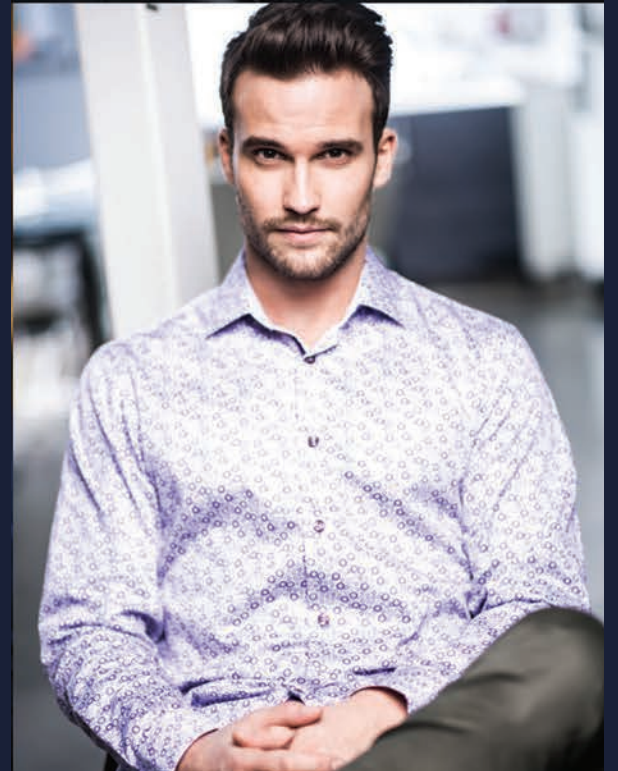
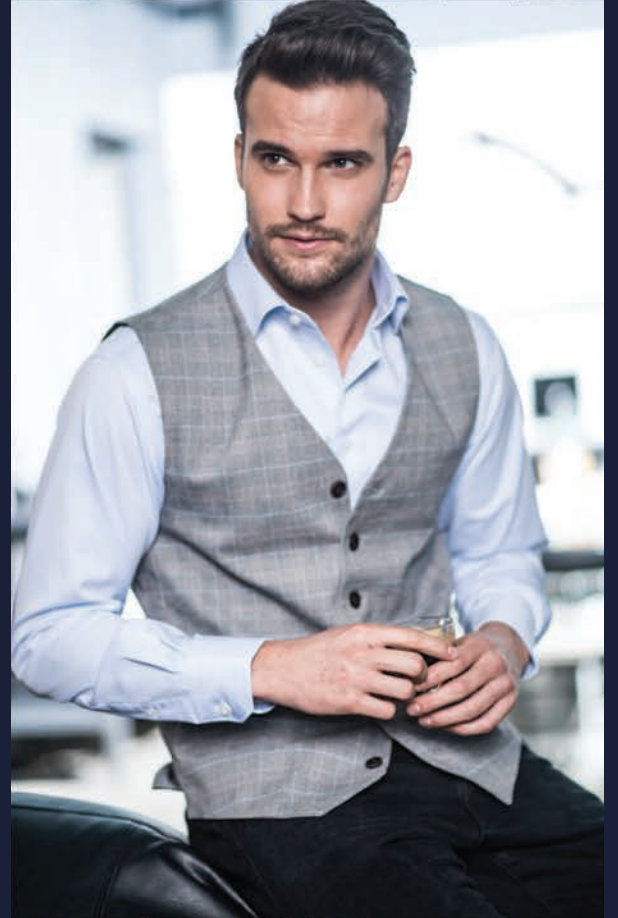


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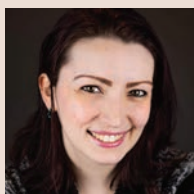
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a step above



Story by Jessie Gurniak

In the realm of luxury footwear, Magnanni stands as a paragon of quality, style, and artisanal technique.



With a rich heritage of artisanal shoemaking, Magnanni's journey began in 1954 with just five employees under the direction of Sebastian Blanco.

Magnanni has grown into a global symbol of luxury and craftsmanship. The company evolved, embracing a more luxurious design aesthetic while staying true to its roots. Shoemaking, like any other artisanal endeavor, is a labor of love—one that requires patience, precision, and a commitment to quality.

Quality is often discerned not only by the materials used but also by the techniques used to make it. For Magnanni, this means the "Artesano Stitch". At the heart of the Artesano Stitch lies a double-needle threading process, where waxed thread is meticulously woven by hand along the edge of the sole's 'wing'.

For Magnanni, each pairing of the Artesano stitch with a shoe style is a thoughtful process. This attention to detail yields a look that is unmistakably Magnanni—an icon of sophistication that remains unrivaled in the world of footwear. Every pair of Magnanni shoes bears the mark of this tradition, with many hands shaping and refining each detail to ensure quality.

Rooted in the family's deep understanding of artisan shoemaking, passed down through generations, these designs have graced fashion weeks, red carpet events, and countless memorable occasions.

True craftsmanship is an art form worth preserving, and Magnanni shoes have left an incredible mark on the world of luxury footwear. With each stitch and brushstroke, the artisans of Magnanni continue to weave a legacy of excellence.

As the brand continues to innovate, it remains true to its heritage without wavering on excellence. From handcrafted patinas to intricate stitching patterns, every element of a Magnanni shoe speaks to the brand's dedication. Fashion trends come and go, but Magnanni remains steadfast to its timelessness and craftsmanship, giving it strength in a competitive market where its caliber is unmatched.

"True craftsmanship is an art form worth preserving, and Magnanni shoes have left an incredible mark on the world of luxury footwear."

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As long as there are those who appreciate the artistry of fine footwear, Magnanni will continue to shine in the world of luxury fashion. With each stitch, the artisans of Magnanni pay homage to a legacy that spans generations.

From the initial design concept to the final stitch, each step of the process is imbued with a sense of pride and passion. It's a testament to the appeal of quality craftsmanship and the timeless beauty of a well-made shoe.



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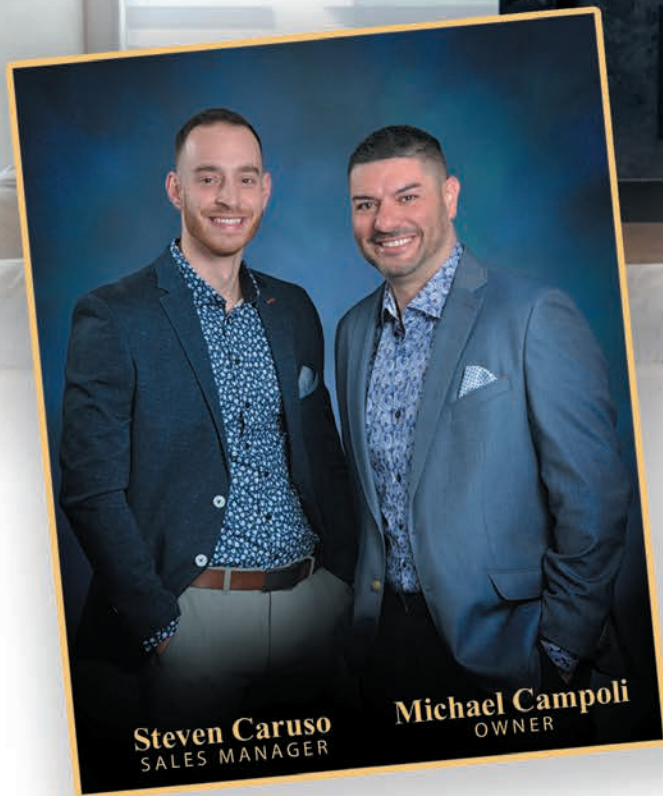
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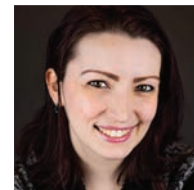
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Freeds Image

25 ISSUES

OF STYLE & FASHION



by Jessie Gurniak

Celebrating a remarkable milestone, all of us at FREEDS Image magazine are proud to unveil our 25th issue. The masterminds behind it all extend their gratitude and see this incredible achievement as a testament to the continued support of the community.

"Mediaduo was the advertising agency that represented FREEDS back in 2010 and because our sister company, Myndlogic Publishing, had experience in creating magazines I was approached by Dan and Ari about creating a fashion magazine that had the same level of quality as the Rafih style magazine to showcase the brands they carry," says Tony Catalano, publisher. "We then discussed as an agency the name of the magazine and the fact that we should make it oversized, similar to European fashion magazines. What has really made this magazine unique was the creation of the business profile. We have had over 160 business profiles in our magazine over the past 13 years. What has made it so popular was the fact that it was such a great deal. It consists of a full page ad with a write up in the magazine, \$1000 credit in clothing and a billboard for a month that states "I choose FREEDS". It has become an advertising/marketing stable in our community with over 160 billboards showcasing these business profiles. We are very proud to celebrate our 25th issue this spring and see this as a successful marketing campaign that has lasted for 13 years and is still going stronger than ever."

The journey to 25 issues is marked by the dedication to showcasing the diverse talents and perspectives of professionals within our very region. It's been a collaborative effort from the beginning that has gained significant recognition.

"Now into our 25th issue. It's incredible how time flies! A year or two before our first issue Tony Catalano had approached Dan and myself about





advertising in a very impressive magazine called Rafih Style Magazine," says Ari Freed. "We were happy to advertise in such a high quality publication. After several meetings with Tony and our continued support of Mediaduo and Rafih Style I asked Tony if FREEDS could have a similar publication in the area of fashion with community members wearing FREEDS clothing and promoting their business as well. Tony responded that this was a great idea. The rest is history. 25 publications complete with community profiles in a high fashion, top quality publication. I could not be happier with the magazine and would like to thank all those involved in its 25 editions and the exceptional response it has received in Windsor/Essex."

This magazine has garnered a loyal readership that eagerly anticipates each new release. From highlighting local talent, to capturing the latest and greatest in fashion trends, we could not be more proud to be part of it all.

"The FREEDS Image magazine was a very exciting project to create. This magazine is like no other in the area," says Jayson Pynn, art director. "From coming up with the name and the concept of an oversized magazine as well as creating incredible fashion

photo shoots is what really makes FREEDS Image stand out from other publications. Each issue is dedicated to the current fashion season which has allowed us to collaborate with some of the world's top fashion brands to bring beautiful imagery and unique content to our readers in the Windsor/Essex area that you would only find in national magazines."

It takes passion, skill, and a strong work ethic to make a partnership like this generate the multitudes of success that we've seen.

"The beauty of this collaboration between the two companies shows our passion for what each other's skills are," says Dan. "The FREEDS image magazine gives us both the ability to create and show what we all love to do. It has been a pleasure collaborating with Tony and Jay, making this magazine the best of its kind in the Windsor area."

As we celebrate this landmark, we honour the efforts made by our talented team of writers, photographers, editors, and designers who continue to work together to produce the high-quality work that is consistent with the FREEDS Image brand. Here's to the next 25!



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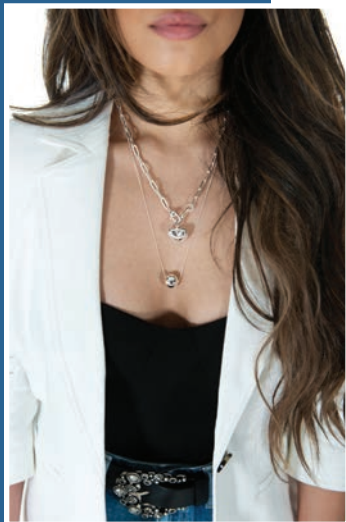


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WITH LINDSAY TRAISNEL



PARIS 2024





Story by Jessie Gurniak / Photos by Pat Scandale

Dedication, hard work, and passion. Those are the three disciplines in the triathlon of success. Standing at the top of the pedestal is Lindsay Traisnel, a Windsor native whose dedication, hard work, and passion has set her on the path towards the Olympic dream.

Lindsay is currently in the midst of competitions that count as Olympic qualifiers. With the next major qualifier coming up in Quebec, Lindsay will soon find out if she—alongside her equine counterpart, Bacyrouge, aka Dreamy—will be named to Team Canada for the Paris 2024 games.

Behind all of Lindsay’s triumphs is the support from her husband, Xavier, who is equally dedicated to equestrian sports. The two of them form an incredible bond over their shared love of horses, channeling their passion into the Windsor-Essex Equestrian Centre where they can spread the joy of riding horses to their community. As Lindsay finds herself chasing the Olympic dream, she’s not alone in her pursuit. Alongside her stands a team of dedicated professionals, from coaches to veterinarians, all working tirelessly to ensure Lindsay and Dreamy are primed for success.

With each stride, step, and moment in the saddle, Lindsay is excited for the journey ahead. Every moment counts towards achieving her goal. As she prepares for the upcoming qualifier in Quebec, Lindsay’s focus is razor-sharp, her determination unwavering.

With the support of her husband, her team, and her beloved horse, Dreamy, Lindsay is ready to take on whatever challenges come her way, knowing that the journey itself is the greatest reward of all. As she continues on her path towards the Olympics, one thing is for certain: Lindsay Traisnel is a true champion, both on and off the field. She welcomes the support of the community as she rides toward the world stage.



What Lindsay Is Wearing:
Cowboy Hat: Fame
Blouse: Sanctuary
Jeans: Mavi
Belt: Brave
Sunglasses: Le Specs
Western Boots: Billini

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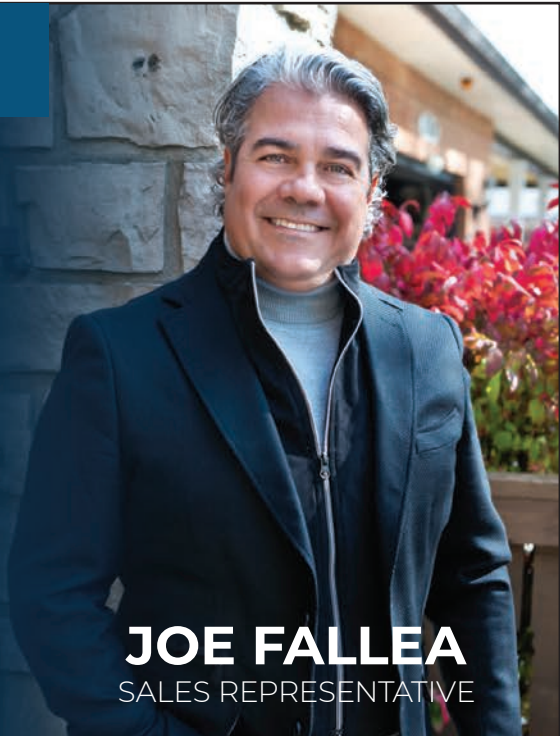
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Ladies Night

SPRING/SUMMER

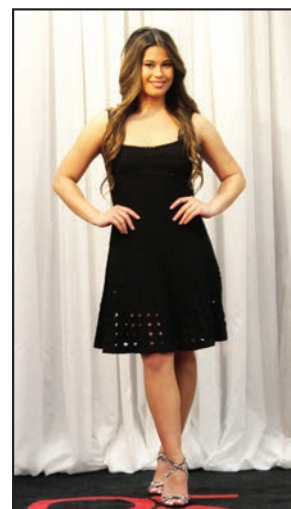
It's spring, and that means its time for ladies night at Freeds! We would like to thank everyone who attended our annual Ladies Night, which was held this May. A celebration of spring and summer style flooded the red carpet for a fun evening.

Everyone was treated to fabulous food and drinks provided by Spago along with bold and exciting brands that dazzled attendees throughout the night. We can't wait to see you in the fall for our next Ladies Night.



Our Ladies Night models From L to R: Monica, Sarah, Sarah, Maia, Talia, Stephanie, Diane, Zeina, Kiana & Fadia





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