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FALL/WINTER 2020 | ISSUE EIGHTEEN

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Ari Freed

Dear readers,

What can we say about 2020 that hasn't already been said? The last several months have indeed been a trying time for all of us, but they have also highlighted the resilience and adaptability of our local community, as well as the global fashion industry.

One example of this is the pivot toward transitional attire. Some brands have shifted from traditional work wear to more versatile fashions; offering apparel in earthy hues and comfortable fabrics that can be worn to Zoom meetings, around the house, and while running errands.

Although we've definitely seen a trend toward more casual looks, dressier days are on the horizon. That is evident in our Freeds Image profile section. Once again, our style experts had the privilege of dressing some of the area's most prominent business professionals in cutting edge fashion from some of the freshest labels in our store. Crisp lines, suits, skirts, and heels are still very much "in".

This season, we're excited to showcase all the latest trends in men's and women's fashion; from iconic brands like Hugo Boss to up-and-coming lines like On Running, offering Swiss engineered running shoes and performance clothing.

Freeds is fashion, but Freeds is also family. In this issue, we are proud to feature stories of our own, including an interview with Evan and Derek Freed about their innovative work on our social media platforms. That theme is also carried through in our cover story, with five award-winning real estate agents dedicated to finding families their perfect home sweet home.

Finally, while we may be Canada's largest independent men's and women's clothing store, we are still very much a small business. Since our reopening in the spring, our entire team has worked diligently to adapt to this "new normal"; implementing all-new safety measures and cleaning protocols to ensure the well-being of everyone that sets foot in our store. We are eternally grateful for their dedication, as well as the ongoing support of our customers throughout this unprecedented time. Thank you.

While we look forward to seeing you in-store this season, remember; we also continue to offer you the convenience of online shopping. Check out our latest collections online 24-7 at www.freeds.com.

Yours in fashion,
Ari Freed & Dan Orman



Dan Orman

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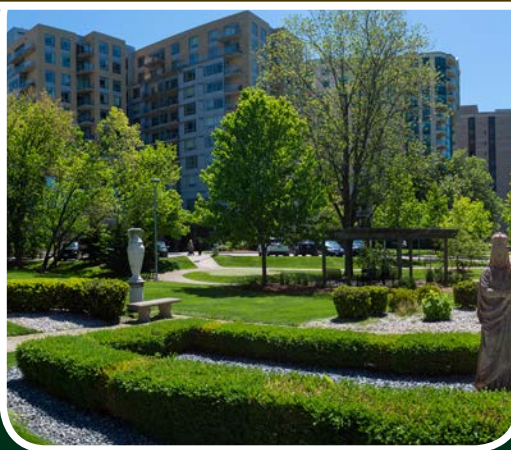


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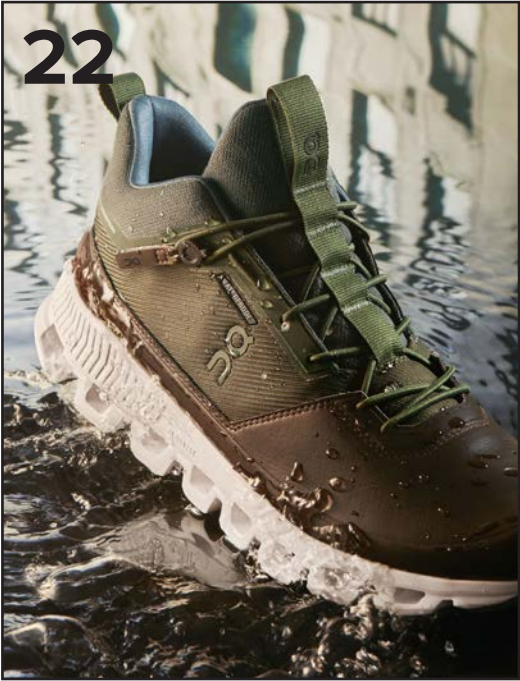
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All the Right Moves

Local Realtors Named as Part of
“Top 100 in Canada” Two Years in a Row

By: Jennifer Brignall-Strong



What does it take to become one of the country's top real estate agents?

While one might think it involves keeping your nose to the grindstone, it's actually more about being all ears.

"We listen. We focus on doing a good job for our clients on a daily basis and I guess the results speak for themselves," says Mark Eugeni of Manor Realty.

Eugeni, Joe Conlon, Paul Germanese, Brady Thrasher, and Mitchell Deslippe are the five dynamic Windsor-based real estate agents recently named among REP's "Top 100 Real Estate Agents in Canada" for a second straight year. There are 126,000 realtors in the country.

Although they all work for different real estate firms, the close-knit group is once again honoured to share this prestigious accolade. They've even coined the term "co-opertition" to describe their unlikely friendship.

"What we're doing is something novel," says Eugeni. "I think it's great that we all cooperate and want to help one another. We all get along so well."

"It's great that there are a few of us in the city sharing this honour," agrees Thrasher. "Windsor is all about supporting and embracing community."

"We try to stay as humble as we can," laughs Conlon. "Without our clients this wouldn't be possible."

Deslippe agrees. "I feel so fortunate to be excelling in a career I enjoy so much. I would not be where I am if it weren't for the ongoing support of my amazing clients."



From L to R: Mark Eugeni, Brady Thrasher, Mitchell Deslippe, Paul Germanese, & Joe Conlon. Nico Staff: Pina Sampietro, Marco Perri & owner Nick Politi

Clients First

Indeed, building long-lasting client relationships has been a driving force in their continued success.

"I have always pushed myself to give a level of service that would exceed a client's expectations and make the home buying or selling process as comfortable and stress-free as possible," says Deslippe.

For Germanese, a 13-year veteran of Royal LePage and founder of the AW4U Real Estate Group, helping people find their perfect home gives him a sense of relief.

"I got here one client at a time," says Germanese. "When my head hits the pillow at night, I know I'll be good because they're good."

That attitude, combined with a balance of dedication, positivity, and teamwork, is what keeps this lively bunch at the top of their game.

Germanese, who is set to complete over 200 real estate transactions this year, credits his AW4U team for keeping him grounded and ensuring his clients' needs are met.

“Find your tribe,” says Germanese, “Who you surround yourself with is very important.”

It’s a sentiment shared by Thrasher, Conlon, Deslippe, and Eugeni. Each of the award-winning realtors sites their coworkers’ support as integral in upholding their client-centred approach to business.

“It’s all about the client, the experience of the client, and the ease of the transaction, says Conlon. “Our entire team tries to make it as simplified and enjoyable as possible.”

Virtual Resources

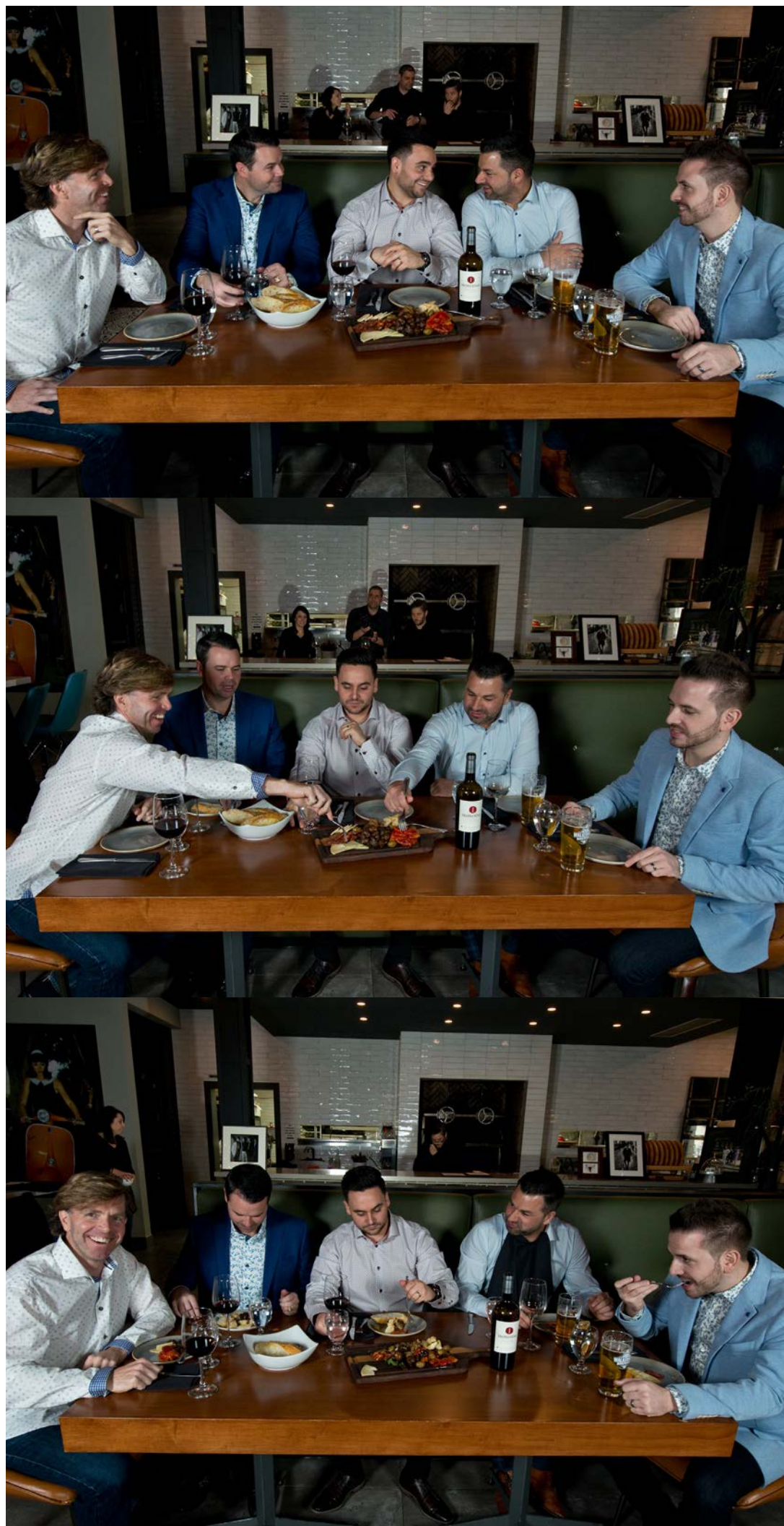
Part of making things easy means giving both buyers and sellers access to the latest industry technology. This includes keeping up with market trends, harnessing the power of social media to advertise listings, as well as giving virtual tours and discussing offers via Zoom meetings.

“Luckily, as a younger team, we’ve already adapted to a lot of the technology side of the business,” says Conlon. “We have our own in-house virtual tour software, as well as an online concierge service to help people with all aspects of their move, like changing their mailing address.”

According to Deslippe, technology plays a larger role in the industry now more than ever.

“Having the ability to adapt to new processes and innovations has helped me stay connected to my clients and still provide the highest level of service possible, says Deslippe. “Video conference calls, virtual home tours and online open houses have become common practice.”

“Consumers are definitely more educated and informed because of the online presence,” agrees Eugeni. “It’s good for sellers and good for buyers. It’s a trend we expect to continue, and not just because of Covid.”



Adapting During Covid-19

Although the pandemic has definitely had an impact on the way they do business, the group has looked at it as an opportunity to learn, grow, and connect in new ways.

“In the first two months, it was really just reaching out to people to make sure they were good mentally and physically,” says Thrasher. “It wasn’t about sales; it was a good time to reflect and recharge.”

After a slight downturn in March and April, the realtors and their teams are all back in the swing of things and busier than they were pre-pandemic, with no signs of the market slowing down anytime soon.

“In any business, even when there are challenges in the marketplace, there are always opportunities to help people. It’s about so much more than selling a home,” says Thrasher.

While many aspects of buying and selling a home have gone digital over the last few months, the agents have also adapted new safety protocols to ensure the peace of mind of their clients during traditional open houses and face-to-face meetings.

“People are very conscientious about following protocols; masks, sanitizer, taking off shoes,” says Eugeni. “There’s a little more comfort now in going to view a home and the sellers are feeling safe to have people walking through their homes.”

Looking Ahead

Although we are living in uncertain times, the agents maintain a positive outlook and are excited to see what the future has in store for them and the Windsor community as a whole.

“I’ve always thought that we have one of the most unique makeups all across Canada,” says Thrasher. “There’s just something about it; our grit, the hard workers, the sense of community. We have so many areas that have their own characteristics and identity. It is such a great place to live and work.”

“We’re excited to see how Windsor continues to adapt and grow,” adds Eugeni.

As for whether they’re hoping for a “three-peat”? Windsor’s “Top 100” crew say they aren’t setting out with that specific goal in mind. Instead, they will continue to focus on guiding both buyers and sellers with the same sound advice and personal touch that has helped them become among the best in the country.

“It’s so simple: just take care of your clients. People can tell when you truly care about their wellbeing,” says Conlon.

“We’re in a people business. It’s important that we let them know we care about them and that we’re protecting their best interests,” says Germanese. “A good realtor can save you a lot of money, time, and heartache.”





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Rivera founded the company in 2009 at the age of 19. He was studying business at the University of Windsor and looking for work. Little did he know, Windsor was being struck by a major recession and jobs were scarce. Having worked in building maintenance since he was 15, he decided instead to start his own business, Rivera Building Maintenance, and he quickly picked up his first contract with a private school in Tecumseh. Rivera says it was because of that contract that his business was able to succeed and become what it is today.



OWNERS BIANCA & SANTIAGO RIVERA



RBM has experience working with big brand staples such as Home Hardware, Libro Credit Union and Reko International Group Inc., as well as several local reputable companies in the Windsor-Essex area.

One of their longest standing contracts is with FREEDS. RBM has been cleaning the store on Ottawa Street every day since 2013. With all of the foot traffic the store receives, RBM goes in each day to clean and sanitize everything in the store, from the stalls to the counters, to the floors, carpeting, table surfaces, doorknobs, glass and more.

“We take a lot of pride in the clients that we serve and we want everything to always be at the highest standard of quality for them,” Rivera says. “Our expectations and standards for ourselves are very high and we try to translate that into the services that we provide.”

Now more than ever, with the risk of contracting COVID-19, Rivera says companies need to pick the right cleaning contractor to make sure their facilities are maintained, cleaned, sanitized and safe for their staff, clients or guests. He encourages any business owner or facility manager interested in knowing more about working with a multi-service category contractor to reach out to Rivera Building Maintenance.

“The biggest goal is to keep the facilities safe, healthy, presentable and ready for their next day of operation,” says Rivera. “We take pride in knowing these facilities are spotless every time.”

To learn more about Rivera Building Maintenance and the services they offer, or to request a personalized quote, visit their website <https://riverabuildingmaintenance.com> or give them a follow on Facebook.







RUNNING ON CLOUDS

By: Alyssa Leonard

Whether you're a long distance runner, a professional athlete or an everyday jogger, On Clouds has you covered. With several On running shoe styles available in store, including the recently launched On Cloud Hi Waterproof and On Cloud Hi Monochrome, as well as On apparel, there has never been a better time to treat your feet to the best in performance.

On was founded in 2010 by professional athlete Olivier Bernhard and his friends David Allemann and Caspar Coppetti in Switzerland. With both the ambition and devotion to finding a running shoe that gives the wearer the perfect running sensation, they set out to develop a long distance running shoe that combined a cushioned, soft landing with a firm takeoff while also being comfortable and lightweight.

On launched the world's lightest, fully cushioned running shoe, On Cloud, in 2014. The outsoles of On Clouds feature hollow pods known as 'clouds.' These pods create an incredibly soft landing by dispersing pressure and moving both horizontally and vertically. They then firm up for faster transition and an explosive takeoff, leaving you feeling like you're running on clouds.



These CloudTec® outsoles are made from zero gravity foam that is flexible, responsive and light. On Cloud also features the engineered On Speedboard design, a responsive, semi-stiff board that supports the foot's natural rolling motion. By being semi-rigid, it helps transfer energy to deliver more explosive toe-offs. This patented Swiss CloudTec® technology provides the wearer of On Cloud shoes with outstanding cushioning, impact protection and an unbelievably light running sensation.

ON CLOUD HI

Show your style with this evolution of the On Cloud; the perfect shoe for the urban explorer. This shoe features a lightweight outsole with CloudTec® technology and the Swiss engineered speedboard resulting in softer landings and improved grip. The upper half of the shoe consists of a two piece design — vegan leather to shield the foot and more sturdy and soft material for around the ankle. The speed lacing system allows for a quick slip in and out of the shoe with no lacing required. For those who are not afraid to run in extreme weather, the Cloud Hi also comes in a waterproof version. These breathable, fully waterproof shoes will keep you dry and safe with no risk of overheating. The outsoles are made with Helion™ superfoam, which is resistant to temperature changes for year-round performance. Robust and durable, this shoe is designed with specially treated engineered mesh that is 100% water and wind resistant.

Additionally, the design of the shoe includes a lot of reflective details to ensure the runner is visible in any condition. No matter what is thrown your way, this shoe will keep you moving in full comfort.



The philosophy behind On is summed up in four simple steps. First, they focus on cushioning, not correction, because running should be fun; On's intelligent CloudTec® lets you run how you were meant to run. Second, with freedom for your feet, instead of a rigid sole, On shoes react to your individual running motion. Third, to harness balance and momentum, the cloud elements combined with the CloudTec® speedboard prevent friction when landing and transform your motion into forward momentum. Lastly, running is a sport, not an illness. Train away your running weaknesses and become a star performer with On's wide range of footwear that adapts to whatever stage you're at as a runner.

Today, On running shoes can be bought in over 50 countries at over 6,500 premium retail stores. Indulge yourself and take the next step toward the latest revolution of shoe technology with On. Land soft. Start fast.



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SIGNATURE HOMES WINDSOR & JULIE BONDY



What She's Wearing:
Dress: Joseph Ribkoff
Tights: Joseph Ribkoff

What He's Wearing:
Jacket: J. Grill
Shirt: Soul of London
Jeans: Mavi

Thinking of building a home?

Jovan Vujovic of Signature Homes Windsor and Julie Bondy of Manor Realty Ltd. specialize in exceeding your expectations in every way!

The local husband and wife team has been making dreams come true for nearly a decade, offering affordable luxury with unique, custom-built homes in some of the area's most sought after neighbourhoods.

As owner of Signature Homes Windsor, Jovan shows pride in each project and offers personal concierge service to every client. With his years of experience as an engineer, he has the knowledge required to provide honest, helpful guidance throughout the building process.

In addition to being a top-producing member of the Manor Realty team for 17 years, Julie is also the Exclusive Sales Representative for Signature Homes. As an award-winning realtor, she combines her years of industry expertise and boundless energy to guarantee a smooth transaction; ensuring clients receive the best possible market price for their current home and facilitating the move into their new build.

Simply put, if you can dream it, they can build it!

"We're currently building in LaSalle, Kingsville, and in East Windsor in Rosewater Estates close to the WFCU Centre," says Julie. "We're so excited to be part of this redevelopment plan for the city and we have 20 lots now available for reservations."

Julie also hints at their next project: a new McGregor development coming in spring 2021 with over 20 lots available.

"We build homes in subdivision properties, but a big part of our business is also custom builds on clients' own properties," shares Jovan. "We're one of the few local companies that offer that."

Paying attention to every detail, the duo has built a reputation on providing unmatched quality at competitive prices. They deliver superior finishes throughout each client's build and can accommodate any custom requests to give the client's home the unique feel they're dreaming of.

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

Through their interactive website, www.signaturehomeswindsor.com, the couple also offers clients a chance to explore numerous build options and designs, allowing them to choose the layout that works best for their specific needs.

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

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

When they're not busy working hard for their clients, this husband and wife team love spending time with their four children: Hunter, Lauren, Hannah, and Aleks.

They enjoy giving back to the community as well. Julie and Jovan have both worked on the Give your Heart to Autism Gala Committee since 2011, and Julie in particular was awarded the City of Windsor Volunteer of the Year Award in 2014.

Julie is also proud to support Manor's "Keys of Hope" program; a yearly fund that gives back to local charities, with all money staying in the Windsor-Essex area.

Deeply committed to treating everyone with honesty and respect, Jovan and Julie also constantly go above and beyond for their clients.

The couple's service and dedication doesn't stop when the build is complete. Their after-sales service is a top priority to ensure clients are 100 percent thrilled with their build and purchase. Making the process seamless and enjoyable, Signature Homes Windsor and Julie Bondy offer results that will move you!



Story by Jennifer Brignall-Strong. Photo by Pat Scandale

Meet "the only 'Brain' in the business!"

With more than 23 years in the mortgage industry, Mike Brain and his team at W.E. Advantage Mortgages offer clients a more personal approach to financing their dream home.

"You're not a number to us," says Brain.

As a mortgage broker, Mike works for his customers, not the big banks. By shopping around and working directly with lenders, Mike is able to get clients the best mortgage to suit their individual needs.

"We deal directly with the mortgage companies and get better rates for our clients," explains Brain. "We're able to offer lower rates because we don't have all the overhead a bank does."

Mike and his team work with nearly fifty different lenders, banks, and financial institutions, providing an unmatched selection of mortgage products.

"The variety of mortgage options is huge," says Brain. "We're like a concierge for mortgages. We can find the best deal on the market and find you the right mortgage to fit your family's lifestyle."

So, why choose a mortgage broker over a traditional bank?

Firstly, a mortgage broker service is completely free to customers; they are paid by the lenders, not you. They make quick work of getting you financed too, with all the appropriate paperwork processed in as little as 24-hours. They also keep up with current trends and know the industry inside and out.

"Obviously the selection and cost savings are the main reasons, but the professionalism and education is also big," explains Brain. "We have to update our education standards every two years and are more closely monitored by the government."

Mike and his team also pride themselves on their high level of personal care.

"We sit down with our clients and talk about where they want to be in five to ten years and what their expectations are. We're much more tailored to the clients' individual needs."

Since the onset of COVID-19 restrictions, Brain has strived to uphold his customer-centred approach to doing business. He often connects with clients via Zoom, Skype, e-mails, and phone calls.

"I really enjoy meeting my clients and connecting in person, so it's definitely been a different way of doing business, but we've adapted."

In addition to helping people finance a new house, Brain can also help homeowners leverage the value of their home to make upgrades like updating a kitchen, adding a second bathroom, or finishing a basement.

"A lot of people right now are focusing on home improvements," says Brain. "They're taking advantage of the value of their home and refinancing to do those renovations they've been waiting to do."

When he's not busy working for his clients, Brain spends a great deal of his time working in the community.

"I love giving back to the community because it has been so good to me. It's where I live and work."

Brain has been the president of W.E. Care for Kids for the last 4 years, raising funds to support local paediatric programs at Windsor Regional Hospital, Erie Shores Healthcare, the John McGivney Children's Centre, and more.

"We try to keep families close to home for treatment," says Brain.

Brain also organizes a house league basketball camp in Tecumseh. What started with 40 kids three years ago now has up to 140 participants. Although the camp had to take a hiatus this year due to the pandemic, Brian looks forward to getting back in the gym next year.

"The kids come out every Saturday and they get coaching and play games. It's really fun."

Of course, spending time with his family - wife Shannon and daughters Taylor, 22 and Tessa, 15 - remains his favourite pastime.

Despite his busy schedule, Brain always makes it his priority to give families financial peace of mind; whether they're refinancing or purchasing their very first home.

"My job isn't to make the bank money; my job is to save you money."

Contact Mike Brain today to explore your mortgage options!

519-566-7170 mbrain@weadvantagemortgages.ca
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*"The Only Brain
in the Business"*

A Division of MORTGAGE INTELLIGENCE

Story by Jennifer Brignall-Strong. Photo by Pat Scandale

MIKE BRAIN



What He's Wearing:
 Suit: Savile Row
 Shirt: Blu by Polifroni
 Shoes: Bugatti

SCOTT ELLIOTT MIKE BEZZOUBKIN



What He's Wearing:
Jacket: Savile Row
Shirt: Mondango
Jeans: 34 Heritage

What He's Wearing:
Jacket: J. Grill
Shirt: Bugatchi
Jeans: 7 Downie St.

At Amherstburg Chevrolet Buick GMC, teamwork and a deep commitment to customer service are what drive dealer principles Scott Elliott and Mike Bezzoubkin.

Although they didn't know each other before they started working together seven years ago, the pair instantly hit it off, becoming friends and eventually partnering to purchase the dealership in 2016.

Since then, the industry veterans have made it their mission to create a welcoming atmosphere, using their combined expertise in sales and service to ensure an unmatched customer experience.

"Both Mike and I are very accessible at the dealership for anyone who comes in," says Scott. "We're here; we meet with the customers often and are available to talk any time."

"A lot of times you find that customers don't have access to business owners freely, and it creates a wall," echoes Mike. "We make sure our customers know they can always talk to us."

Scott started in the industry 36 years ago as a service advisor, eventually becoming a general manager. Mike began his career as a salesperson in 2004, quickly working his way up to sales manager.

With Scott's background in fixed operations and Mike's in sales, the two owners complement each other and play off each other's strengths. It's no wonder the dealership was a 2019 GM President's Award winner, the highest award presented to dealers.

"Us working together works really well because we have the whole dealership covered with expertise in sales, management, and service," notes Scott.

That solid foundation has allowed the dealership to thrive, despite ongoing COVID-19 restrictions.

"We continue to get a lot of referral business," says Mike. "Business has been steady throughout and we adapted the new safety measures very quickly."

By following the General Motors Clean Dealer program, the dealership has worked hard to keep both customers and staff healthy throughout the pandemic. All employees wear masks and follow social distancing protocols, hand sanitizer is readily available throughout the showroom, and all vehicles are thoroughly cleaned and sanitized after service work and test drives.

"Inventory has been moving VERY quickly," says Scott. "General Motors has a really strong product line with some of the new models like the new Corvette, the Yukon Tahoe, and the new trucks. They're in high demand."

"Used cars have picked up as well," adds Mike.

"We're very fortunate; because we have a higher rate of sale, we generally have more inventory to begin with," says Scott.

Translation: because they sell more cars, they have more in stock. Definitely a plus for drivers looking for a better selection.

Though sales and day-to-day operations keep the team quite busy, they always find time to support their hometown and various local charitable causes.

The dealership has organized the Ed Jovanovski Charity Golf Classic over the past 3 years, raising over \$150,000 for breast cancer research through the Canadian Cancer Society and over \$10,000 for Windsor Minor Hockey, where Jovanovski played as a child. The money goes toward families who need assistance keeping their kids in sports.

Although this year's event was postponed due to COVID-19, Scott and Mike are looking forward to the 2021 tournament next July.

They're happy to support many beloved community events as well, including the River Lights Winter Festival, Amherstburg Ribfest, and the Amherstburg Christmas parade. As big hockey fans, they also sponsor the Amherstburg Admirals.

"It's very important to us to give back," says Scott.

The pair is extremely proud to be a part of the town of Amherstburg and is grateful for their team and the people that continue to trust the dealership for all their sales and service needs.

"We attribute our success to our incredible community and to the best staff in the business," says Mike.

"We'd really like to thank everyone for their continued support," says Scott.

Mike and Scott invite you to discover Amherstburg Chevrolet Buick GMC for yourself! Visit them today at 432 Sandwich Street South or learn more at www.amherstburggm.com.



Story by Jennifer Brignall-Strong. Photo by Pat Scandale

"When you have money, you have options."

That's the mantra Alynn Godfroy has built her business on, and it's the advice she's given all her clients over the last 17 years.

As a licensed financial advisor, Godfroy specializes in helping families, professionals, and business owners protect and grow their wealth. She also educates clients about the importance of saving for a rainy day...or "just in case."

"The more money you put away, the better you sleep at night," explains Godfroy. "You never know when you might have a little fender bender, or a leaky roof or a flood; you need to plan for those contingencies."

Godfroy strives to make that planning easy and stress-free, regardless of someone's financial situation. With nearly two decades of experience and a wide variety of resources, she has the ability to get clients the most for their hard-earned money.

"I work with over 20 companies across Canada for insurance and investments so I can offer the best products on the market to my clients," explains Godfroy.

So, why is it so important to have a financial advisor? Godfroy likens it to working with a coach; someone who can support you and offer expert advice that will yield better results.

"If you're trying to lose weight, you go to the gym. You might have a good routine, but if you hire a personal trainer, you're going to work a little harder," says Godfroy. "It's the same as having a financial advisor. The difference in your portfolio is up to 200% greater than what you could do on your own."

Having a financial advisor also means having someone who knows your particular situation and has your best interests in mind.

"Sometimes people are just overwhelmed and become paralyzed to make a decision," says Godfroy. "I think I can look at their situation and say 'I'm on the outside looking in; here are some things you might want to consider.'"

Godfroy enjoys having that personal relationship with clients, growing with families as they enter each new stage of life.

"I have clients I remember holding as babies and now they're driving," she says. "I love being a part of that."

In addition to providing sound financial advice, Godfroy also specializes in tax-planning. Her office processes over 600 tax returns a year, helping clients strategically take out money like RRSPs, etc. so they don't pay too much tax. By moving money to a more tax-efficient vehicle, she explains, people are able to keep more of their savings.

"We have a people that have really done well; they've maxed out their TFSA and have a lot of money in registered funds," she explains. "However, they don't realize the tax implications they could face down the line."

When she's not busy crunching numbers, Godfroy enjoys reading about, well...crunching numbers.

"I'm a nerd," laughs Godfroy. "I'm pretty immersed in finance; it's my job but it's also my passion. I read a lot of financial articles because things are changing. There's so much to know and you want to be able to help people."

She finds time to volunteer her expertise as well, sitting on the board of directors for Community Living Windsor for the past seven years.

"You don't realize the challenges that a lot of families face when their child has a disability," says Godfroy.

Whether at work, volunteering, or at home, family always comes first to Godfroy. With four step-children, a toddler, and a new puppy, she has mastered the art of time management.

"I definitely have my hands full," laughs Godfroy, noting that her husband and business partner Terry helps her maintain a solid work/home balance.

Despite a busy schedule, Godfroy continues to help clients navigate the ever-changing landscape of the financial industry, hosting a variety of free online seminars covering topics including estate planning and retirement planning.

She also hopes to write a follow-up to her 2017 book, "Why You Need a Financial Planner."

"I love what I do, so it doesn't feel like work," says Godfroy.

To learn more about Alynn Godfroy, her upcoming seminars, and how she can make your money work for you, visit www.godfroyfinancialgroup.com or call (519) 258-1995.

ALYNN GODFROY



What She's Wearing:
Top: Joseph Ribkoff
Pants: Joseph Ribkoff





A

fter a hiatus, Hugo Boss has returned to Freeds with their fall/winter 2020 line up, BOSS “Generations.”

Often styled as BOSS, Hugo Boss AG is a Germany Luxury brand that produces clothing, accessories, footwear and fragrances. Founded in 1924 selling general purpose clothing, the company has grown over the years, adding uniforms, men’s suits and more to their line. It has since evolved into a major global fashion house for men, women and children of all ages. In addition to business outfits, BOSS offers casual styles, athleisurewear, eveningwear and more. A mix of both modern and timeless are an essential part of their collection.

This fall/winter season, BOSS is celebrating a new generation of men and women with ultra-modern tailoring, elevated outerwear and fluid jersey pieces. The “Generations” collection features sharp silhouettes with a stunning organic pattern highlighted across multiple forms including coats, tailoring, leather, dresses and accessories. This collection reworks and restyles BOSS icons to reveal a new, contemporary aesthetic designed for men and women from every walk of life.



“The collection illustrates how the brand’s suiting heritage is more relevant than ever before, with sharp silhouettes in new fabrications and colours paving the way forward for tailoring in the 2020s,” says Dr. Hjördis Kettenbach, Head of Corporate Communications, in a press release.

The outerwear spotlights a lightweight, relaxed and oversized look with flawlessly cut jersey dresses, skirts and tops. It includes long, oversized and straight coats, leather raincoats, sheepskin coats and sweaters, along with two-piece suits, straight skirts, leather pants and more. “Generations” features contemporary tailoring with hand-woven leather, flowing fringes and glossy, bonded fabrics with digital prints.

“The embroidered pieces are expertly crafted in Germany, a reflection of the longstanding BOSS dedication to hand workmanship,” says Dr. Kettenbach.

“Generations” sees different shades of browns, creams, grays and black accented with vibrant red, coral, teal and lilac. This new pallet brings together several colours in many looks, an evolution from previous monochromatic seasons.

The BOSS “Generations” fall/winter ready to wear collection is designed for the most stylish men and women. Discover your next look today at Freeds.



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Scarf: Michael Kors
Top: Sadie & Sage
Jeans: Mos Mosh
Gloves: Auclair
Boots: Ateliers

FASHION



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Mavi
Silver
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Pants: Bugatti
Shoes: Mezlan



Shirts: Bugatchi OoohCotton Stretch
Shirts: Emanuel Berg Stretch

STRETCH

VERN MYSLICHUK



What He's Wearing:
Jacket: Coppley
Shirt: Bugatchi Uomo
Jeans: 34 Heritage

Vern Myslichuk is excited for what the future has in store.

While the Director of the BetterMade Corporation admits 2020 has had its share of ups and downs, he chooses to look on the positive side, eager to start on his next project.

"Right now we're focused on bringing some life back into a small section of downtown," says Myslichuk. "It's very exciting."

This past spring, Myslichuk purchased property at 267 Pelissier Street. The entrepreneur has some big plans for the site, formerly known as the Security Building; a 10-storey structure built in 1928.

Myslichuk is currently working with the City of Windsor on architectural plans and hopes to convert the building from commercial to mixed use; creating beautiful apartments in the upper units and a grocery store on the ground level.

"It will tie in with my other companies; so the restaurant (Bacchus Ristorante) will buy groceries from the grocery store," explains Myslichuk. "It's one business supporting the other and that's what we like to do."

Myslichuk is thrilled to be a part of the downtown revitalization. His team at BetterMade Cabinets is currently finishing up a project for the University of Windsor; an art studio across from the Capital Theatre.

"We've been working on this project over the last few months and look forward to wrapping it up soon," says Myslichuk. "Again, it's a part of our focus on bringing things downtown and having businesses feed off of other businesses and support each other."

"There are a handful of us developers that are really trying to create something for people to enjoy," he explains. "There's a lot of strength downtown right now and a lot of positive changes coming over the next few years."

Despite setbacks from the COVID-19 pandemic, the BetterMade team has managed to continue to tackle projects, working within the new safety protocols to ensure customers feel comfortable.

"We never really stopped working, but we had a little slow down in the beginning," says Myslichuk. "We're back up and running now and we're full steam ahead working six days a week."

His other businesses, Bacchus Ristorante and Verna-Q-Lar Cocktail lounge, have also reopened to half capacity in accordance with safe social distancing protocols.

While Myslichuk looks forward to getting back to running at full capacity, he says it's all part of owning a business; learning to function the best you can with what you have.

"You have to work with what you have and adapt and hope that people understand and work with you," says Myslichuk.

"We've been very fortunate," he adds. "We've had wonderful support with the restaurant, the lounge, and BetterMade Cabinets. The community has been so supportive."

Myslichuk believes in giving back to the community that has provided so much support and loves taking part in many local charity initiatives.

Over the last six years, he has raised funds for various causes by hosting charity walk-throughs of the Low Martin mansion, a gorgeous historic building he purchased and restored back in 2012.

Although the pandemic has put a hold on the tours for now, Myslichuk and his team continue to support the community as much as possible.

"We're still involved with many local charities, but right now we're contributing more monetarily," says Myslichuk. "We're looking forward to getting back to doing the tours; they were really beneficial to a lot of people."

In the meantime, Myslichuk continues to focus on the future and ways he can continue to grow the BetterMade Corporation and also Windsor as a whole.

"I love when businesses can build off of each other," says Myslichuk. "Even with my own businesses, they all work together: the restaurant caters for the lounge, the grocery store will supply the restaurant. It helps me keep people employed, especially during this time. Everything kind of just flows."

It's that "just keep going" mentality that has helped Myslichuk and his team navigate the uncertainty of the last eight months.

"I think focusing on the positives is how we'll get through this."

To keep up with Myslichuk and learn more about BetterMade's dedication to superior customer service, log on to www.bettermadecabinets.com or call (519) 739-3330.



Story by Jennifer Brignall-Strong. Photo by Pat Scandale

DR. JEAN GILBERT PAULO

Although a trip to the oral surgeon is rarely a joyous occasion, Dr. Jean-Gilbert Paulo and his team strive to make their patients' experience as positive as possible.

"I treat everyone the same way, as I would my family. Our staff is wonderful, and they take pride in their work which optimizes our patients' experience," says Dr. Paulo.

Offering the highest level of care has always been a top priority for Dr. Paulo at the Southwestern Oral and Maxillofacial Surgical Centres. With two convenient locations, Dr. Paulo works with over two dozen qualified staff members to ensure patient satisfaction.

"We're three great oral and maxillofacial surgeons who perform corrective jaw surgeries, TMJ surgery, and treat facial trauma such as broken jaws, noses, cheekbones, eye sockets, and foreheads," says Dr. Paulo. "We perform minor surgeries as well, such as wisdom teeth, biopsies, tumor resections, and dental implants."

The team also now offers therapeutic Botox injections to relieve pain caused by migraines, teeth grinding, TMJ disorders, and other facial muscle pain.

By combining the latest technology with traditional techniques, Dr. Paulo is proud to provide his patients with the gold standard of care and evidence-based treatment planning.

"My training experience provided me with comprehensive knowledge and expertise with facial trauma reconstruction and dental implants," explains Dr. Paulo.

Dr. Paulo's love of dentistry began at a young age. His parents are both dentists and run successful practices in Montreal, Quebec, where Dr. Paulo grew up.

After obtaining his dental education at the University of Montreal, he spent invaluable time in New York, Connecticut and Michigan, completing seven postgraduate years of education to specialize as an oral and maxillofacial surgeon.

Dr. Paulo has continued to adapt and learn throughout the course of his career, always keeping patient safety at the forefront of his practice. Amid the COVID-19 pandemic, he and his team have taken all the proper precautions to ensure the well-being of both patients and staff.

"We have a large supply of all the appropriate PPE, so we were able to continue safely servicing the community throughout the pandemic," says Dr. Paulo.

The offices have also added plexiglass, spaced out appointment times, and staggered seating in the waiting rooms to allow for social distancing. They've even updated their entire ventilation system to ensure the optimum air exchanges per hour.

"We updated our ventilation system even before (our college) came out with recommendations, so we were ahead of the curve."

Although work keeps him quite busy these days, Dr. Paulo still takes the time to pursue other passions, including lecturing third year dental students at the University of Detroit Mercy.

In his spare time, he also enjoys jogging with his wife.

"I've always worked out a lot. If I'm not working out something is wrong," laughs Dr. Paulo. "It's definitely been helpful during this time to help keep some type of normalcy."

Interested in learning more about Dr. Paulo and his wonderful team? Visit the Southwestern Oral and Maxillofacial Surgical Centres website at www.sworal.com.

Dr. Paulo and his team of healthcare professionals are able to assist all patients referred to the office. See them at one of their two convenient locations: 860 Tecumseh Road East (suite 200), or 33 Princess Street (suite 302), in Leamington.



What He's Wearing:
Jacket: Empire Clothing
Shirt: Tiger Of Sweden
Jeans: 34 Heritage
Shoes: Mezlan

ARTIE PHILLIPS



What He's Wearing:
Jacket: Soul of London
Shirt: Bugatchi
Jeans: Mavi

AP Painting Solutions Ltd. has been providing Windsor-Essex and Kent County customers with quality service for nearly a decade, specializing in commercial painting, epoxy flooring, and mobile power washing.

"We've really expanded over the last couple of years especially," says owner Artie Phillips. "Our other commercial exterior services go hand in hand with a lot of the big painting jobs we do."

The main focus of the business began as commercial painting, but quickly grew to include a division for epoxy flooring for commercial and industrial applications, as well as some residential garages and basements.

In the last year, Artie and his team have also started a power washing division, with a mobile truck on the road six days a week.

"It's something that's really coincided with the painting side of the business," he says.

Artie got his start in the industry over 12 years ago, priming walls for a large contractor in Calgary. From there, he honed his skills and began managing his own crew. Upon his return to Windsor, Artie went into business for himself and has been busy ever since, with a team of 12 full-time workers, 4 part-time employees and two office staff.

"My team is great; from our Leads and field staff, to our office staff," says Artie.

Despite the challenges COVID-19 has presented over the last several months, Artie and his crew have managed to persevere; working steadily while ensuring the safety of both staff and customers.

"My team has done an amazing job at being diligent on a daily basis," says Artie. "Whether it's working together or out meeting clients, they've really adapted."

Artie can't say enough about his dedicated crew, noting they always put in extra time and effort to get the job done.

"They work hard and do an exceptional job," says Artie. "Without these guys I don't eat, so I like to focus my business around what they need."

That focus included creating an employee benefits package for his team this past year. He's also looking into adding an RRSP plan in 2021.

"I want to keep people in a position where they're happy and they want to stay," says Artie. "I care about every one of my team and I want to make sure everyone is safe and feels confident about what they're doing."

Artie himself isn't one to rest on his laurels, alternating days in the office and out in the field. Between phone calls with contractors, pouring over prints and helping out his team, his daily schedule fills up fast.

"My day-to-day schedule can really change quite drastically, even in the middle of the day," he laughs. "We're extremely busy right now."

So busy, in fact, Artie is looking to expand his business once again.

"We could easily hire two to three more crews right now to keep up with the workload," he notes.

That busy work schedule includes the recently completed 850 Division Road, a fair size project for the team. They've just started work on the old TRW building in Twin Oaks as well, another large exterior/interior project.

They're also currently in the midst of revamping the LCBO building at the Roundhouse Centre, Brave Controls on Walker Road, the U of W Student Center and St. Clair College's Student Residence.

"These have been exciting projects for us," says Artie.

Tackling all those projects requires a little cooperation from Mother Nature; especially this time of year.

"It can get tricky," notes Artie. "There really is a lot of science involved in exterior projects. Weather conditions are huge; we have to look at what material we're using and when we're using it. We have to look at surface temperatures and dew points and make sure the conditions are right for curing."

As busy as he is, it's not all work for Artie. In his spare time, he enjoys golf, hockey and spending time with his two daughters, who share his love of sports.

"My girls are 7 and 12. They enjoy horseback riding, gymnastics, and skating," says Artie. "We have a lot of fun together."

To put Artie and his team to work for you, visit www.appaintingsolutions.com or call 519-966-8890.



Story by Jennifer Brignall-Strong. Photo by Pat Scandale

JONATHAN ROUNG

Jonathan ROUNG believes one of the simplest ways to plan for your future is to tackle it one step at a time.

Developing financial plans and managing investments since 2004, this Investment Specialist and Financial Planner with Scotiabank has hands-on experience in navigating portfolios through both the good times and the bad.

He coordinates with his team of experts to offer retirement and estate planning, investment portfolio management, and cashflow and credit evaluation.

"I provide sound financial advice in a friendly and approachable manner, and I firmly believe that people deal with people that they like, trust, and respect," adds ROUNG.

Accredited as a Certified Financial Planner (CFP) and Chartered Investment Manager (CIM), ROUNG will develop a plan designed to keep pace with your life.

"My clients trust me to guide them to financial success. I strive to genuinely understand what is important to each person I work with, and then develop a step-by-step plan to help realize those objectives. It really is a partnership-style approach. We meet regularly to review progress and make amendments as challenges are identified and as milestones are met," he explains. "My clients' lives are always changing, and I ensure that their financial plans are reflected accordingly."

"There has been a lot of uncertainty in 2020, and now more than ever it's more important to ensure that investors have a sound financial plan and a properly diversified portfolio. Market volatility and portfolio rebalancing should be the foundation of every financial planning discussion, with the investor's risk tolerance clearly in mind. The financial plans that I develop are tailored to each individual, from those looking to aggressively save for the future, to those looking for consistent and reliable cashflow through retirement."

Despite challenges imposed throughout 2020, ROUNG continues to be available for existing and new clients. "Much of our work can be done through telephone, e-mail, and video conferencing, which allows me to remain proactive in portfolio management even if we can't meet face-to-face."

ROUNG also serves as a Subject Matter Expert for the Canadian Securities Institute, developing and updating the exams required for new entrants into the financial industry to become accredited. He has also served as a Public Policy Ambassador with the Financial Planning Standards Council, which seeks to elevate the standards to which accredited financial planners are held in Canada.

With offices at 5795 Malden Rd in LaSalle and 1570 Huron Church Rd in Windsor, ROUNG is mobile and able to meet clients on their terms, whether at his office or their home or business. Invested in both the community and your financial future, he can be contacted by email at Jonathan.ROUNG@Scotiabank.com or by calling 519-819-1734.



Scotiabank.

Photo by Pat Scandale

What He's Wearing:
Jacket: Soul of London
Shirt: Stefano Brunelli
Jeans: 34 Heritage
Shoes: Johnston & Murphy

JENNIFER SPRAGUE CHERYL SPRAGUE JENNIFER OGLAN



What She's Wearing:
Top: Sanctuary
Skirt: Gracia

What She's Wearing:
Dress: Joseph Ribkoff

What She's Wearing:
Top: Guess
Skirt: 7 For All Mankind

At Delta Chi, it's "family first" in every sense of the phrase.

Opened in 1986 by Cheryl Sprague, the Windsor childcare centres continue their tradition of offering an upscale, home-like atmosphere where children are nurtured and family values are instilled.

"We're very family oriented," says Cheryl, who also serves as the centres' Executive Director. "We believe early childhood should be a rich and rewarding time."

Those beliefs are something Cheryl has instilled in her own family as well. Her daughter Jennifer Oglan and daughter-in-law Jennifer Sprague have followed in her footsteps, joining the Delta Chi management team to help Cheryl maintain the centres' high standards of care.

"We like to hire family, members of our staff's family, and even families that are enrolled in our program," laughs Cheryl. "We deeply value our relationship with our staff and even if they're not family, they become family."

Over the last three decades, Delta Chi has grown to 11 locations, currently operating in stand-alone buildings and in Public and Catholic schools across the city.

"I opened my first centre in a duplex on Ouellette Avenue," reflects Cheryl. "I picked that site because it was a very home-like atmosphere. Our centres have maintained that feel. We've built and developed all our schools around a very nurturing, home-like atmosphere."

The initial concept was designed as an alternative to the many cement block walls and fluorescent lighting of other childcare centres Cheryl had seen at the start of her career as an Early Childhood Educator. Delta Chi centres offer a cozier feel with French doors, art on the walls, and comfy home furnishings.

"I remember my mom saying she wanted children to feel like they were still at home," reflects Jennifer Oglan, Director of Marketing & Communications.

Those same home furnishings will also be found in their latest centre, opening next year inside the new James L. Dunn public school on Giles Boulevard. The twelfth location will provide fully licensed care for infant to school age children.

While the team is excited for the newest location, they're also intently focused on the current task at hand: ensuring the health and well-being of the children in their care during the COVID-19 pandemic.

Director of Operations Jennifer Sprague admits it's been a trying time for parents and staff, but is heartened by the response she's received.

"I have three children myself so I know how important it is to feel comfortable with where you're leaving them," says Jennifer Sprague. "It hasn't been easy, but just to hear all the feedback from parents that has been so positive and so appreciative of everything we're doing has been wonderful."

"I have such gratitude for our staff and our Management Team," says Cheryl. "I cannot speak enough about the work they're doing and the extra effort and hours they're putting in to keep the children safe, happy, and healthy."

Although the team has had their hands full the last few months, they still manage to find time to give back to local charities.

"We're huge supporters of our community," says Cheryl, who is also the president of the Board of the Children's Aid Foundation. "It is absolutely my passion to help children in our community."

Delta Chi sponsors a number of CAS initiatives, including the annual holiday program. The centres also host food drives and sponsor a variety of local children's sports teams.

"If someone asks for help, we don't say no," says Oglan.

"We've even sponsored a parent's hockey team," laughs Sprague.

"We don't like to advertise what we do," says Cheryl. "We don't do it for the attention; we do it for the intention."

With their community involvement and family values, Cheryl and her team have unintentionally become strong role models for both their students and each other.

"Growing up it was always fun watching my mom get dressed up in her suit every day and be the boss," says Oglan. "It's nice to have a space that really empowers women."

"I also love that we have male staff as well," she adds. "It's important to have male role models to provide balance to our program."

"It has been such a pleasure to provide childcare to our community for over 34 years and we look forward to the bright future ahead," says Cheryl.

To discover more about Delta Chi Early Childhood Centres locations or enrollment, visit www.deltachildcare.com or call 519-977-5922.



Story by Jennifer Brignall-Strong. Photo by Pat Scandale

Over the last 16 years, Stephanie Winger of Vision Realty has built a reputation for providing personalized service and honest advice to clients all across Essex County.

"My primary source of business is referrals from people who know and trust me," explains Winger. "I dedicate my time to the activities that benefit my clients most and deliver truly exceptional service."

Her years of industry knowledge, combined with a positive outlook and boundless energy, have allowed Winger to help clients successfully navigate through a sometimes hectic real estate market.

"I always try to pull out some kind of positive from a situation and share it with my clients," says Winger. "Even when the market gets tough, I say to my clients, 'Don't worry; your dream house is out there waiting for you.'"

Whether clients are buying or selling, the veteran real estate agent loves being with people through the entire transaction from start to finish and even after the sale.

"I do everything myself so the client can rest easy in knowing they are dealing with me and only me. I list the house, I show them the house, I write the offer," says Winger.

Even through the COVID-19 pandemic, Winger has managed to keep that personal touch; contacting clients in the initial stages of shutdown to see how they were coping.

"I just kind of reached out to people to spread some hope and make sure they were doing ok," says Winger. "I just wanted to let them know I was there for them if they needed anything. Not as a realtor, but a friend."

Winger has also adapted new safety measures to ensure the peace of mind of her clients.

"People have different comfort levels right now, so I've just tried to do what is best for each individual client while keeping everyone safe."

Winger strives to connect with not only her clients, but with other local businesses as well. Before COVID-19 restrictions, Winger hosted a monthly networking breakfast with her fellow Essex entrepreneurs. It's something she hopes to get back to in the future.

"I like to connect clients with local businesses, or business owners with other business owners who can help each other," explains Winger. "If a client is looking for a roofer, or a dog groomer, or childcare, I can refer them to someone I know and trust."

As an active member of the community, Winger also dedicates her time to several charitable causes. A past president of the Essex Rotary Club, she continues to work with them and assist with their Youth Exchange program.

She also supports ShelterBox Canada, a national charity that provides shelter for people who are displaced due to a disaster. When people buy a home now, they are buying shelter for another family.

When she's not busy assisting clients or volunteering, Winger enjoys spending time with her three children, keeping physically active, and riding her motorcycle.

"People might be surprised at that," she laughs. "But I'm a real person."

That genuine, down to earth attitude has helped her attract a wide client base; from first-time buyers to investment seekers to retirees looking to downsize.

"My clients all get the same treatment no matter what," says Winger. "I really try to pay attention to different cues they give off to find them a house they love."

She also notes the importance of having a good working relationship with her fellow realtors.

"I like when we can work together to guide our clients through a situation," she says. "I really believe we need to have that rapport and it makes a huge difference for all our clients."

Looking ahead, Winger is eager to continue assisting local homebuyers and sellers with the same dedication and attentiveness that she's built her career on.

"Having a client-centric business has been incredible. It's so rewarding to help people and be a part of their joy."

Contact Stephanie Winger for all your real estate needs today!
Visit www.stephaniewinger.ca or call (519) 567-1622.



Story by Jennifer Brignall-Strong. Photo by Pat Scandale

STEPHANIE WINGER



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"It is safe for all skin types, even darker skin tones," says Sandra Ferber, owner and operator of BODYclinic. "So, whether you want to reduce stubborn fat, smooth cellulite, contour and tighten skin, or soften laugh lines and wrinkles, Venus Freeze Plus is the ultimate solution."

Ferber recently opened BODYclinic in July. With 20 years of experience behind her and a passion for making people look and feel great, she decided it was time to start her practice.

"I've always enjoyed working with people and, as my own boss, I know I can provide the best and latest treatments for my clients using top of the line technology," says Ferber.

New to BODYclinic's lineup is Venus Epileve laser hair removal. With zero downtime, this new to market diode laser will remove unwanted hair in less time than traditional treatments. Venus Epileve is designed to work on all skin types and anywhere on the face and body.

"Many lasers can't be used on darker skin, but this brand new technology is safe for everyone," says Ferber. "That's why I knew I wanted it for my clinic. We will have the only one in Southwestern Ontario."

BODYclinic is located at the Howe Fit Wellness Centre in Kingsville and is currently offering up to 50 per cent off of all Venus Freeze Plus and Venus Epileve laser hair removal services. To learn more about the clinic's services or to book your first appointment, visit www.bodyclinic.ca.



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keeping it social

EVAN AND DEREK FREED ADD PERSONAL TOUCH TO THE STORE'S SOCIAL MEDIA

By: Jennifer Brignall-Strong

After joining the Freed's team a little over two years ago, Evan and Derek Freed were looking for a way to build on their family legacy.

"Coming in as the fourth generation, Derek and I really want to grow the business and make Freed's better than ever," says Evan.

With the store's 91 years of success, the brothers knew they didn't need to reinvent the wheel. Instead, they focused their efforts on taking everything that makes Freed's great and showcasing it on a new platform.

With their diverse skillsets and fresh perspectives, they decided to cultivate the company's social media presence; developing and fine tuning the store's Facebook and Instagram accounts to connect with a broader audience.

"With us being the youngest generation at Freed's right now and growing up with social media, we have a lot of experience with it," says Derek. "This gives us a good perspective on what should be posted and the direction we want to take social media and marketing wise."

Since the onset of their endeavor, the brothers have made a point to ensure everything they share online reflects the values on which their great-grandfather founded the business.

"It really is all about the love," explains Evan. "Our store is all about family and having that environment where you feel welcome. On social media, we focus on keeping that same feel. We want to share things that make you feel good."

"It's the human connection," adds Derek. "There's a lot of attention that goes into showing that caring side of our business."

A big part of that is highlighting the faces of Freed's; the beloved staff who customers have come to know on a personal level over the years. In the store and online, it's always about the people.

"Most of our staff has been with us for a very long time and our followers like seeing them and keeping up with how they're doing," says Evan.



Derek and Evan Freed

"Obviously we also share details about sales and promotions and new items, but that isn't our main focus," says Derek.

The brothers prefer to strike a balance and combine product with people; displaying the latest Freed's fashions on their own staff, customers, and prominent business figures within the community.

"I think that's really engaging; you're seeing products we have right now in the store on people that you know," says Evan. "Putting together familiar faces with new products is something we will do more of, we really like it."

However just like in fashion, when it comes to posting, sometimes less is more.

"It's kind of a social media 'no-no' to put up four different posts in one day," laughs Evan. "We've been able to grow our following organically by focusing on quality over quantity."

Over the last several months, the brothers have also used the store's social media platforms to keep in touch with customers and inform them of all the new protocols they've implemented to ensure their safety during the COVID-19 pandemic.

"It has definitely been a good way of connecting," says Derek. "If people have questions for us they can send us a message and we're able to respond quickly."

"We wanted to show our customers all the steps we've taken to keep everyone safe," says Evan. "We've really put together a safe shopping environment for our customers and staff."

Looking ahead, Evan and Derek hope to continue to grow the store's online presence; introducing new avenues in which to engage customers. Their latest team member, Steve Nicodemo, works closely with the brothers to develop content and assists with photography, videography, and digital marketing.

"He's an exciting addition to our team and is going to help us make things even better," says Evan. "There are many new ways we are getting our message out that are different from anything we've done in the past."

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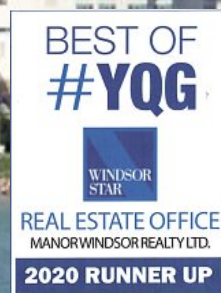


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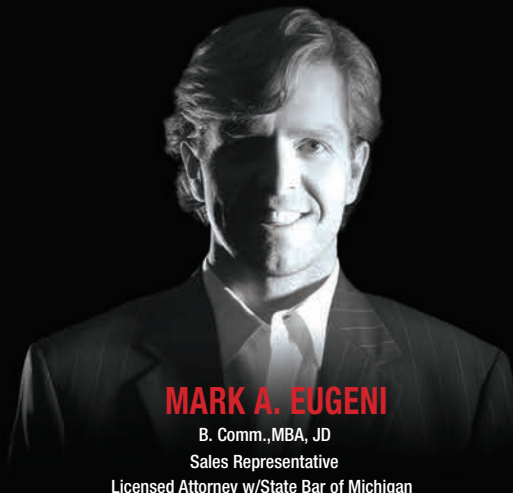
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