



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



Ari Freed

Dan Orman

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