



Ari Freed

Dear readers,

What began last year as a few months of lockdown has now turned into well over a year of unexpected challenges as we learn how to live in this “new normal” of ours. Now that things are looking up as we begin to reopen the community, we are excited to see what the rest of 2021 will bring.

This entire issue is packed with great articles and enlightening profiles just for you. We’re excited to showcase all of the latest trends of 2021 in men’s and women’s fashion, including brands such as Coppley, On, Bugatti, Michael Kors, Kate Spade, Nike Golf and Hugo Boss. In addition, you’ll find fashion stories about On’s partnership with world-famous tennis player Roger Federer and how golf attire has changed throughout the years.

The trend toward more casual attire has certainly continued, with many people continuing to work from home. However, that hasn’t stopped people from wanting to look their best, as evident in our FREEDS IMAGE profiles. As always, our style experts had the privilege of dressing some of the community’s most prominent business professionals in the latest cutting-edge fashion from some of the freshest labels available at our store.

In this issue, we spotlight a local power couple, Alex and Natalie Mereby, and the challenges they’ve faced over the past year and a half. We are also proud to feature one of our own — our youngest Womenswear Buyer and Manager, Gunleen Gill, in our Faces of FREEDS Q&A. While we may be Canada’s largest independent men’s and women’s clothing store, we are nevertheless a small business, and we always look forward to spotlighting the many professionals throughout Windsor-Essex.

We want to thank our customers, staff and families for their dedication and trust in our company during these trying times. While we continue to offer you the convenience of online shopping, as we look forward to what is beginning to look like a hopeful return to normality, we cannot wait to see all of you back in-store this season.

Yours in fashion,
Ari Freed & Dan Orman



Dan Orman

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1526 Ottawa St. Windsor, Ontario 519-258-6532
TOLL FREE: 1-877-537-3337 www.freeds.com