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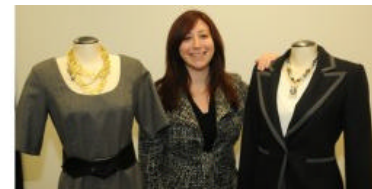


Find fashion heaven on Eglinton

And while you're at it, hop over to Bayview to find out what a 'grom' is

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FRANCIS CRESCIA/TOWN CRIER

ALL DRESSED UP: Flanked by the short-sleeved dress that inspired her new label and a collegiate jacket that is also part of her new collection, Erin Nadler of Better Styled models a wool jacket from her new fall collection.

Reader, it seems unfathomable to me that a woman may not have time to shop, but, as a famous bard once said, there are more things in heaven and earth ...

And I think I may have actually found a wee bit of fashion heaven after visiting Erin Nadler's Eglinton Avenue East studio.

President of **Better Styled**, a fashion consultation firm, Nadler helps corporate women on the go get more go-go from their

wardrobes.

I can see the appeal of shopping like this. No lineups. One-on-one service. Cafe au lait served to you while you recline on an all-white leatherette sofa surrounded by chic black and white décor.

And you get to talk about you — specifically your wardrobe and what you need and want. Then a fashion consultant pulls clothing and accessories from the on-site warehouse for you to try on and ultimately take home.

Better Styled is hyper-exclusive. Nadler carries only a few sizes of each brand, and she consciously hand-picks pieces from hard-to-find Canadian collections such as Periphery, Pure Hand Knit, Lemon Drop, Collection Iris, and more. That means your chances of wearing the same outfit as someone in your office is about as slim as getting a Hermes Birkin bag in your lifetime.

You don't even pay for the consultation, just for what you buy. The service, Nadler tells me, is an added bonus for shopping with them.

Find

This season Nadler has just released her own Better Styled label available exclusively through her, made in Canada and comprised of dresses and suiting.

Clients were asking her for dresses with sleeves and she couldn't find any,



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she tells me. With a history in fashion and manufacturing — Nadler's fam ran a uniform manufacturing biz for years and she cut her teeth there — she decided to make her own.

The collection is comprised of classic pieces with a twist, all made with Italian fabric. The black and white nubby wool jacket with tie is lovely, and the charcoal grey Collegiate jacket, \$275, is preppy-chic.

More casual wear coming in as we speak as clients are asking for it. Look for Little in the Middle jeans, affordable MOTO jeans, and hoodies and yoga pants by Tribal.

150 Eglinton Avenue East, suite 806, by appointment only, 416-485-5100
www.betterstyled.com

Surf's up

Let's not forget the kids. With back to school around the corner, it's the time of year when it's all about looking hip to the groove.

How about looking like a grom?

A Grom, so it goes, is a term used to describe a surfer, skater or snowboarder under the age of 16.

So says Tim Coates, whose Bayview Avenue store just opened the third week of August. **Groms Youth Movement** specializes in brand-name clothing, footwear and accessories, as well as skateboards and snowboards, for kids and young teens.

Brainchild of Tim and his wife Becky and partners Derek and Lauren Harrington, the Simcoe-based shop has expanded rapidly into Toronto — three stores in the past three months, Tim tells me.

The idea is that moms can come in with no knowledge of boarder culture and get their kids outfitted in the coolest boarder togs (available in sizes 6 months to 16 kids), and also with the appropriate boarder hardware.

To make it easy, the shop sells 'completes', which means the skateboard or snowboard is already assembled and ready to go; you just select the one that's appropriate for your kid's age and weight.

The store is divided into a boys and girl's side. I can't help but eyeball the darling pastel-hued check hoodies for gals by Billgirl, \$60. Wonder if a size 16 would fit 'lil 'ole me?

There's clothing by well-known boarder and sports activity names like Valcum, Hurley, Billabong and Bench, along with tons of knapsacks, hats and the like.

For all you grom-wannabes out there, the store is running a Grom Search contest until Sept. 30 for kids 3-13. All you have to do is submit a video and write a short essay and you can win \$1,500 prize that includes boarder boards, duds and accessories. More details on the website.

1707 Bayview Ave., 416-488-2030 www.groms.ca

Meanwhile at the new **Surf Paradise**, open for only a few months, I meet salespeople and fellow boarders Joe and Johannes.

The shop carries boarder wares of the surf, snow and skater kind.

This is the place where you can build your own board. Definitely a dude shop, the two Js tell me, though there are togs for us gals too.

I'm a bit out of my fashion element here but a chat with the guys quickly indoctrinates me into what's cool in the boarder world at the moment.

Turns out just like in the regular fashion realm, bold colours a la 1980s are back. Pants and tees and shorts are bright pinks, yellows and oranges.

On the girl's side — yes gals board too, they say, but this can also be just a fashion thing — a colourful graphic tee by Neff, \$34.99, has been selling like gangbusters.

The baggy look that has so long defined the skater dude is on its way out,



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they tell me, and tight, 100 percent Spandex and Lycra shorts are now where it's at.

I think the sandals with the beer bottle opener in the bottom by Reef for \$59.99 would be a sound end-of summer investment.

1560 Bayview Ave. Unit C, 416-488-7873 www.surfparadise.com.

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