



## GET A ROOM

Alaïa and Thakoon and Balmain, oh my! The hunt for ready-to-wear gets even easier this month with the highly anticipated opening of **THE ROOM** at the Bay downtown (674 Granville St., 604-681-6211, [thebay.com](http://thebay.com)). Its well-edited roster includes top homegrown labels, such as Erdem, Jeremy Laing, Dsquared and Jason Wu. Where will I be? Drooling over the Proenza Schouler shoes and handbags.

## VANCOUVER

*JOY PECKNOLD finds the fountain of youth and makes Room in her closet.*



## NOTES



### SPECIAL SERVICE:

**S**o many clothes, so little space. Let **JESSIE CARLSON WARDROBE** (604-614-9658, [jessiecarlson.com](http://jessiecarlson.com)) loose in your closet. She'll make room for that Helmut Lang blazer you'll wear forever. Packages like the Starter or the Season provide a clothes edit, a personal shop and a custom book of outfits to make dressing fabulously for fall (and onwards) a cinch.

## 5 MINUTES WITH ROZEMERIE CUEVAS

**T**wenty-five years in fashion makes you a veteran, but RozeMerie Cuevas and her label, **JACQUELINE CONOIR**, are far from retirement. Case in point: Cuevas recently upsized her Jacqueline Conoir Boutique & Studio (664 W. Fifth Ave., Vancouver, 604-688-5222, [jacquelineconoir.com](http://jacquelineconoir.com)) to an 8,000-square-foot space and launched a younger, edgier line, called **JAC**.

**WHAT TYPE OF GIRL DID YOU HAVE IN MIND WHEN YOU WERE DESIGNING JAC?** "A cross between Kate Moss and Chloë Sevigny. She's urban. She's modern. She's subtle. She has her finger on the pulse of things."

**DO YOU HAVE A FAVOURITE PIECE FROM THE COLLECTION?** "I have two. One is a biker jacket made of fabric that is felted but pressed together irregularly, so there are holes in the fabric and an interesting finish to the bottom. The other is a looser-fitting pant, cinched in at the leg with zippers all over the place."

**WHAT HAS 25 YEARS IN FASHION TAUGHT YOU?** "It's taught me that pioneering an industry in a city where there's really no fashion is very doable, but it takes time, persistence and the assistance of many people."

**HOW HAS VANCOUVER'S FASHION SCENE CHANGED SINCE YOU STARTED?** "When we first started our business, no one would support local [designers]. Now it's definitely shifting. People have a lot more respect for Canadian designers."



The latest collection of colourful jewellery from **IRIT SOROKIN DESIGNS** is one of the bauble-maker's most stunning yet. Best of all? Many pieces are available for less than \$100, like this pair of ruby-adorned earrings. At Jeweliette (692 Seymour St., 604-687-5577, [jeweliette.com](http://jeweliette.com)).



IRIT SOROKIN DESIGNS \$90

**THE STEAL**