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RETAIL TECHNOLOGY  
REPORT

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FASHION**  
A REASON TO BUY

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TOUGH THAT...**  
YA GOTTA  
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# Montréal Magic!

Next time you're checking out Montréal fashion, make it a mini-vacation.

By Judith Abitan

Montreal seen from Mount Royal



MONTREAL CITY IMAGE: WIKIPEDIA; MOUNT ROYAL IMAGE: PERSONAL SNAPSHOT BY MONTREALAIS FROM WIKIPEDIA

**W**ho would have thought that one of this hemisphere's fashion epicenters is also the most European metropolis on the continent, a splendid blend of both worlds?

Built around Mount Royal and bordered by the majestic St. Lawrence River, Montréal is ideal for fitness. It has an amazing collection of running and cycling trails, forested hikes and rugged mountain-bike terrain—not to mention fantastic health clubs.

## Workout

For one of the most fabulous urban cardio experiences in North America, you can start your day with a speed walk or light jog from the corner of Sherbrooke and Peel Street to the path on Mount Royal, which encompasses a heart-pumping 260-step flight of stairs. Once you've reached the summit, you will be captivated by a panoramic and breathtaking view of the city.

## Environment

Also known as an environmentally-conscious metropolis, you will definitely get the feel for the "green." Montréal is an impeccably clean city with a strong commitment to recycling. For optimal nature walks, be sure to plan a *séjour* for early October, when the multicolored foliage is at its peak. Or in mid-winter, when the purifying crispness of the air and the clarity of the city's winter snows uplift the mind and spirit.

Check out famous Canadian architect Pierre Thibault's latest conceptualization, Victoria Park, inspired by the great urban parks of the world (Mount Royal, Central Park, Hyde Park, Stanley



Park, Jardins du Luxembourg)—it's the essence of avant-garde simplicity. The innovative furniture designs by renowned Montréal artist and sculptor Mathieu Gaudet are a must-see. Park attractions include a gymnasium, cedar spa, manicure-pedicure studio, medspa, gourmet health section (Park Café and gourmet health food store), and cosmetics boutique.

## Healthy Hotels

Many stars have been seen sweating up a storm at Essence health center in Old Montréal's Le Saint-Sulpice. Personal trainers and private training with a kinesiologist are available (by appoint-

ment) to advise and create a personalized training program/evaluation just for you!

Le Spa in the prestigious Hôtel Le St-James is the perfect dose of intimacy and privacy. Wholly authentic in its structure, Le Spa served as the Merchants Bank vault in the late 1800s. The stone wall is the original wall of fortification of Montréal, which was preserved and now contributes to the serene candlelit ambiance, intended to enhance the ultimate relaxation experience. After reaping the benefits from the detoxifying heat of the traditional steam bath and sauna, you can finish your afternoon in XO Le Restaurant with an aromatic cup of tea.

## Aperitifs

*Un verre du vin* a day keeps the doctor away! With its diverse cellar, Pullman has been labeled as an "eccentric, elegant ode to living well." Take pleasure in a glass of red wine and delicious aperitifs at this warm and posh wine bar on Park Avenue. Further, vino's vital antioxidants and resveratrol will help repair your damaged cells. In moderation, drinking red wine can improve cardiovascular health.

## Healthy Meals

Petit déjeuner: Only minutes away from the Musée des Beaux-Arts de Montréal, the French undercurrent of Le Renoir at Sofitel Montréal is a sophisticated breakfast place that offers a delicious choice of viennoiserie, light omelettes, and exquisite fresh juices.

Déjeuner: Embracing the European ideal of the French café, Holts Café is a trendy lunch place that flies in Poilâne bread—made from stone-ground flour that's fermented and baked in a wood-fired oven—directly from Paris. You must try a French open-faced sandwich on toasted rustic sourdough, served with a variety of delicious seasonal ingredients.

Diner: Surrender to life's little pleasures! Il Mulino's aromas and fresh produce will transport your senses to Southern Italy. Its seasonal antipasti and flavorful dishes are carefully prepared with warmth, passion, and immaculate culinary discernment!

## Fashionably Fit

Last but not least, check out these can't-miss menswear stores: Harry Rosen, L'Uomo Montréal, Report Collection, Holt Renfrew, Michel Brisson, Les Aisles and HUGO.

Et voilà, a super healthy and trendy Montréal getaway! ■