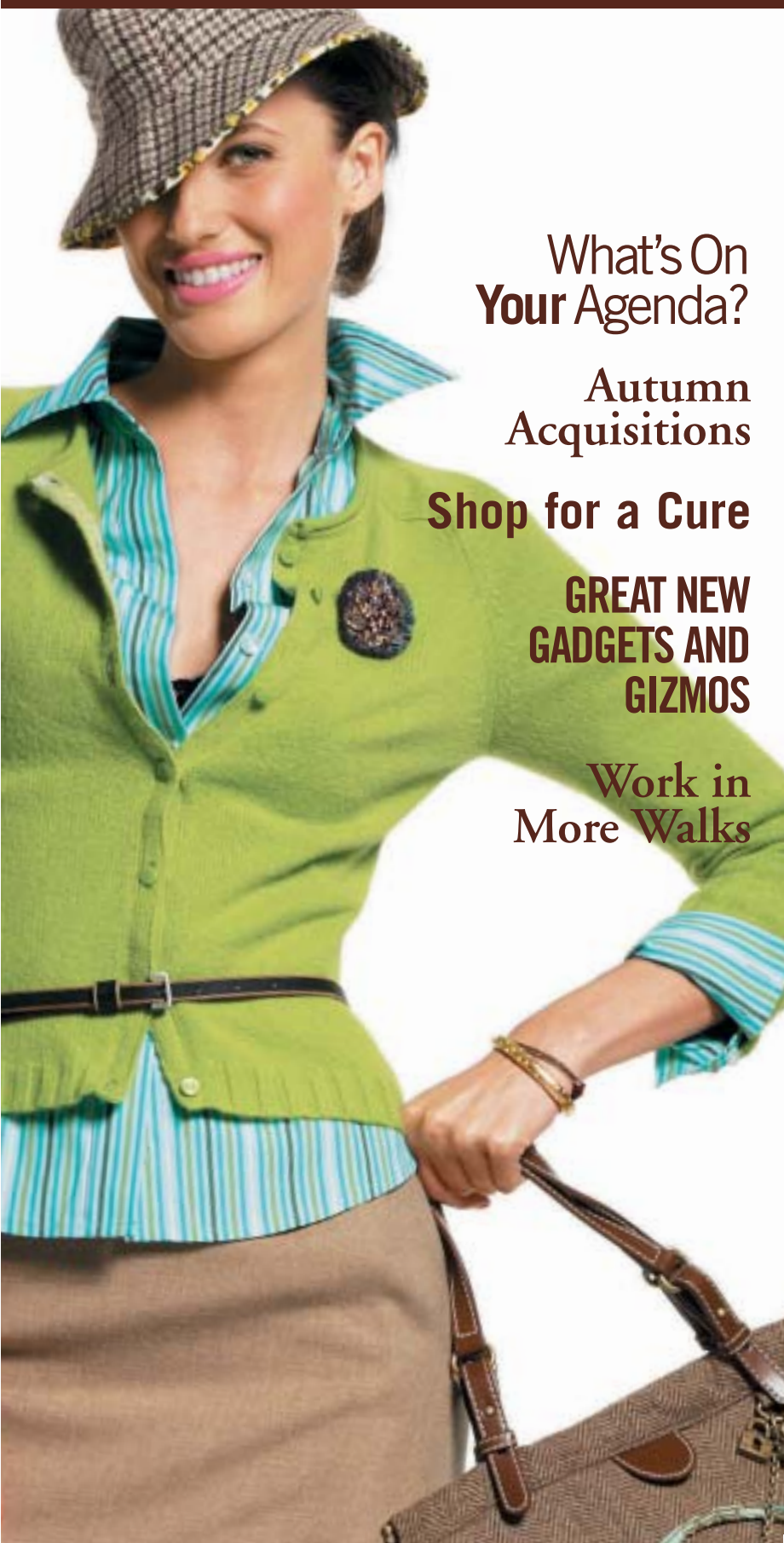


first canadian place

FALL 2004

# FIRST

YOUR GUIDE TO 120 STORES, RESTAURANTS & SERVICES AT KING AND BAY



What's On  
**Your Agenda?**

Autumn  
Acquisitions

Shop for a Cure

**GREAT NEW  
GADGETS AND  
GIZMOS**

Work in  
More Walks

designer details

# Get the LOOK

Our Personal Shopper, Cathy DeSerranno, not only knows this season's fashion must-haves – she knows where you can find them at First Canadian Place.

ON THE RUNWAYS

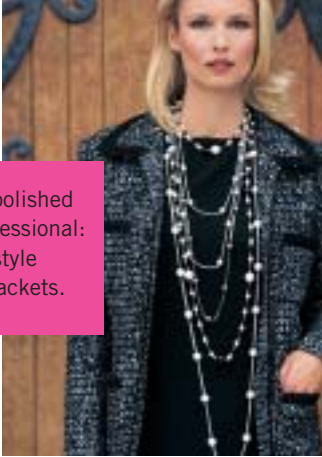
IN OUR STORES

CHANEL



Always polished and professional: Chanel-style bouclé jackets.

MELANIE LYNE



VALENTINO



Dress with star style: mix and match patterns with light silks and heavy tweeds.



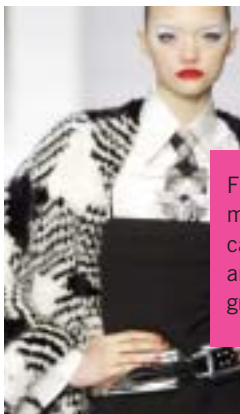
OPTIONS FOR HER

STELLMANN



Fashion designers make a strong case for black and white in bold graphic patterns.

VALENTINO



**COVER:**  
STRIPED SHIRT,  
CARDIGAN, FLANNEL  
SKIRT, SKINNY CHAIN  
BELT, TWEED HAT,  
AND TWEED TOTE –  
ALL FROM GAP.

# essential ELEMENTS

Sometimes wearing the hottest colour or adding the perfect accessory is all you need to take an outfit from drab to fab!

## CRYSTAL THERAPY

One is not enough: heirloom-inspired brooches made with Austrian crystals. **NECESSITIES**



## UPDATE YOUR SOFTWAREAR

Stock up on soft, cable-knit sweaters in fall's hottest colours. **SUZY SHIER**



## TIME TO REBOOT

Pink adds punch to office outfits. **ALDO**

## BROGUE VOGUE

Look for details borrowed from men's wingtip oxfords.

**NINE WEST**

## HOW TWEED LIFE IS

Well-heeled and ladylike with ribbon trim. **ALDO**



need advice?

# ask an EXPERT

From updating your wardrobe to helping you lose weight so you fit in your fall clothes, rely on the experts who work at First Canadian Place.

## ASK OUR PERSONAL SHOPPER



**Q:** My 20th wedding anniversary is coming up and I have no idea what to give my wife. Any suggestions?

**A:** Congratulations! I suspect you want to give your wife a special keepsake with timeless appeal. A Tahitian pearl necklace from **BIRKS** would be an excellent choice. Tahitian pearls are among the most exotic, sensuous and precious of all pearls.



To make the gift-giving experience extra special, take your wife to the Royal Ontario Museum to see the exhibition *Pearls: A Natural History* (September 18, 2004 to January 9, 2005). Catch her off-guard: slip the strand of pearls around her neck while you're there.

CATHY DESERRANNO is FCP's Personal Shopper. Whenever you need free gift-giving advice, visit the Personal Shopper section of [firstcanadianplace.com](http://firstcanadianplace.com) or call her at 416-862-6322.

## ASK A PERSONAL TRAINER



**Q:** Watching the Olympics has inspired me to get off the couch and get back into shape. How do I even begin?

**A:** It's great that you've decided to make a healthy lifestyle change.

Joining the **ADELAIDE CLUB** is a smart start. When your gym is close to where you work and offers flexible hours, that makes it easier to fit several workouts into your week.

Especially if you haven't been doing any kind of exercise lately, your best bet is to begin with a personal trainer. He or she will help you identify realistic, measurable fitness goals and customize a plan to help you achieve them. Your trainer will also ensure that you're getting a proper balance of exercise that promotes strength, flexibility and stamina. Once you start getting back into shape, you can work out with a friend. For example, squash is a healthy stress-reliever. Many find group exercise classes extremely motivating.



TYRONE ESTABROOK is the Personal Training Director at the Adelaide Club. If you have a question about getting or staying in shape, call him at 416-367-9957 ext. 115.

mind, body and soul

# healthy YOU

Tired of feeling run-down? If you work at eating nutritious foods, sleeping better, and exercising more, you'll soon have a lot more energy.



## AT WORK: GRAB AN APPLE

Suffering from an afternoon snack attack? Ward off your hunger with an apple. Not only are apples full of antioxidants, they're good for your teeth – helping to prevent tooth decay. Have an apple a day. Get them fresh at **KITCHEN TABLE**.

## AT REST: SWEET DREAMS

Feeling grumpy? Having trouble concentrating at work? Not sleeping well can affect your mood and productivity. The next time you're lying wide awake in bed, instead of counting sheep, read *The Good Sleep Guide* by Michael Van Straten (Whitecap). Look for it at **COLES**.



**TENSION TAMER:** Take a break from working around the clock to walk around the block. First Canadian Place and the adjacent Exchange Tower (to our west) occupy an entire city block. Get outside and walk along King, up York, across Adelaide and down Bay. Once around takes about eight minutes!

## AT PLAY: SOOTHE SORE MUSCLES

Perfect for exercise-related pain! After a grueling game of squash, try Mint Ice Fitness Cream from **H2O PLUS**. This cool and refreshing cream soothes aching muscles, while softening the skin. Simply massage a generous amount over your body, paying special attention to tense, overworked muscles.



seriously stylish

# WORK WEEK WEAR

From head to toe, First Canadian Place has everything a man needs to look polished and professional.

## IN THE STORES



Focus your attention on stainless-steel frames. **KARIR EYEWEAR**



Utility is a fresh, clean scent that's subtle enough for the office. **H2O PLUS**



Got a craving for a pumpkin tie? **VASSI FINE MENSWEAR**



Men's footwear gets the boot this fall. **ALDO**

## ON THE RUNWAYS



Fridays aren't so casual anymore. Replace khakis with pinstripes.

keeping up appearances

# especially FOR MEN

Dressing for success goes beyond what you wear. Smart grooming is also essential to creating a positive image. Work it!



## BIG BANG THEORY

Whether you're watching television or flipping through the latest issue of *GQ*, it's obvious that bangs are back in a big way. Not sure if the look is right for you? Ask your stylist when you go for your next haircut.

**ADRIENNE FOLEY SPA**

## SKIN SENSE

Discover Vichy Homme's complete line of daily skincare products, enriched with vitamins and minerals.

**PHARMA PLUS DRUGMART**



## LIP SERVICE

Protect your lips with Clear Advance from Blistex®, a men's lip balm with an SPF of 30.

**PHARMA PLUS DRUGMART**

## HANDSOME HANDS

When you're wearing a designer suit, shouldn't your hands look just as impressive? Join the many men who are discovering the advantages of professional manicures. Within about a half-hour, a manicurist will remove calluses, repair cuticles and shape fingernails. A coat of clear polish is an option, but most men prefer to keep their manicure simple and natural. **ADELAIDE SPA**



# autumn HARVEST

Whether you're entertaining at home or meeting friends after work, get things started at First Canadian Place.

## GLASS ACT

The must-have item to update your home?

Anything made with coloured glass.

### TABLE OF CONTENTS

has coloured glass plates, candleholders and more. An over-sized bowl in regal purple makes a bold statement on any hutch or table. Fill with green apples or mini pumpkins.



**ENTERTAIN EVERYDAY:** Treat at least one meal a week as a special occasion. Plan a special menu, try a new recipe, light the room with candles, play a new CD – and invite someone over.

## NOSE-WORTHY

As the sommeliers at **REDS** wine country bistro plan ahead for the fall season, their focus will be on red wines made from the Syrah grape. Currently the hottest trend in red wine, Syrah has a celebrated history in France's Rhone Valley. Based on this success, Syrah now flourishes in California, Washington State, South Africa, Italy and Australia (where it is known as Shiraz).

Meet your friends after work at **REDS** to sample these special Syrahs:

- Bishop's Peak Syrah 2001 (Edna Valley, California)
- Alain Graillot St. Joseph 2001 (Rhone Valley, France)
- Mission Hill Syrah 2001 (Okanagan Valley, BC)
- Two Hands Shiraz Angel's Share 2002 (McLaren Vale, Australia)





to have and to hold

# GADGETS & gizmos

Innovative inventions. Electronic marvels. FCP has some of the coolest new toys for grown-ups.

## POWER TOOL

Have you heard? The Apple iPod Mini 4GB MP3 Player is now available at **RADIOSHACK!** Smaller than any cell phone, it's bringing music to the mobile masses: men and women, young and old, Mac and Windows PC users.



## CONVERSATION PIECE

Exclusive to **FIDO** and available at First Canadian Place, the Motorola V400 is sure to be the talk of the office this fall. Get connected with it: take digital photos, surf the internet wirelessly, send instant messages, and much more!



## PERFORMANCE ENHANCER

Be among the first at First Canadian Place to write with a colourful YORO pen. Available at **HANDWRITINGS**, it's ideal for anyone – left or right handed – who writes for long periods at a time.



autumn colour changes

# GREY matters

Sad that summer's over? Go from feeling grey to feeling great by going shopping. Our favourite grey girl, Macy Gray, has a greatest hits CD coming out in September. Look for it at **HMV**.



## YAY TO GREY

For those who boldly say "Yay!" to going grey, add a silvery brightness to your hair with Aveda's Blue Malva Shampoo.

**ADRIENNE FOLEY SPA**



## NAY TO GREY

For those who would rather say "Go away!" to grey, L'Oréal's Excellence Crème provides 100% grey coverage.

**PHARMA PLUS DRUGMART**



Researchers from L'Oréal recently made an unexpected discovery: the greying process in the hair is due to a gradual, not sudden, disappearance of the melanocytes in hair follicles.

## LIQUID GREY

Fall is a time for change. The next time you go to the **LCBO**, instead of reaching for your usual vodka, grab a bottle of Grey Goose Vodka by the neck. Take it home, chill it in your freezer. Enjoy ice cold and on its own.



**LAUNDRY LESSON:** The key to keeping your whites from going grey is frequent laundering in the hottest water the fabric can withstand. Resist the urge to reach for bleach – it removes optical brighteners from fabrics.

make a difference

# wise CHOICES

Think global. Shop local. By supporting the efforts of stores trying to make a difference, you can help make the world a better place.



## THINK PINK

October is Breast Cancer Awareness Month. You can do your part just by going shopping.

**TABI'S** Think Pink event is on from September 22 to October 12. Visit Tabi and help support Breast Cancer Research.



From September 15 to October 31, **LAURA PETITES** will be offering their Laura 2-in-1 Signature tote bag with a coordinating carryall for only \$5. A full 100% of proceeds (excluding applicable taxes/Laura Privilege Card discount, not applicable) will be donated to the Canadian Cancer Society for breast cancer research and support programs.

**DID YOU KNOW?** Laura Canada, including Laura Petites stores, have been raising money for the Canadian Cancer Society since 1998. This fall they are committed to reaching the \$1 million mark in total donations.

## HUMANE BEANS: FAIR TRADE COFFEE

Kudos to **TIMOTHY'S WORLD COFFEE** for Fair Trade coffees! Fair Trade is an international initiative to ensure small farmers are paid decent prices for their coffee. Fair Trade coffee beans benefit farming families in many ways, such as building schools, better housing, providing health services, and training in literacy.

Do your part by drinking these certified organic Fair Trade coffees:

- Mexican Swiss Water Decaf
- Nicaraguan Wiwili
- Nicaraguan Soppexcca

For more information on Fair Trade initiatives, visit [www.transfair.ca](http://www.transfair.ca).



mark your calendar

# What's On Your Agenda?

When life is this busy, who has time to work? Make the most of your day at First Canadian Place.

## BRING IN YOUR DRY-CLEANING

Before you put away last season's clothes, make sure everything is cleaned and pressed. Even food stains you can't see can attract moths over the winter. **THE PREENERS CUSTOM FABRICARE**



## LOOK AFTER YOURSELF

In Canada, one in four women over 50 and one in eight men over 50 have osteoporosis. To reduce your risk, be proactive! If you're not getting enough calcium in your diet, increase your intake with supplements.

**NATURALLY YOURS**



**GET YOUR FLU SHOT:** Every winter, one in every four working Canadians is infected with the Influenza (FLU) virus. For most people, the best defense is an annual flu shot. This fall, **PHARMA PLUS DRUGMART** is making it easy to fit a free flu shot into your busy schedule. For information about Pharma Plus fall immunization clinics, please call 416-362-6406.

## FALL BACK ONE HOUR

**OCTOBER 31:** After a night of trick-or-treating, remember to set your clocks back one hour. Instead of fiddling with your old timepiece, treat yourself to this elegant, special-edition Birks 125th Anniversary Watch. **BIRKS**



**COMING SOON:** Keep an eye open for details of our Fall **ARTS & EVENTS** performances and **LEARNING NETWORK** seminars: together in one handy agenda to carry and keep all season.

### **PAMPER YOUR FEET**

Don't stop getting pedicures just because flip-flop season is over. Be a proud local citizen by showing off a new pink from OPI – *Paint Your Toron-toes Rose*.

**ADRIENNE FOLEY SPA**



### **GET ORGANIZED**

Clear away the clutter on your desk and in your purse or briefcase. Keep everything organized in an attractive leather agenda.

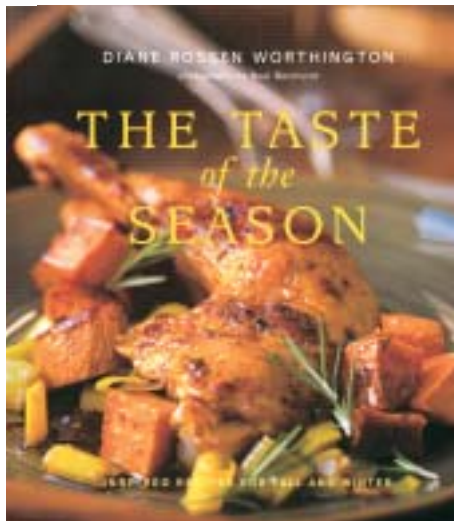
**B. SLEUTH & STATESMAN INC.**

### **PLAN THANKSGIVING DINNER**

**OCTOBER 11:** Want to serve your family something special? Start by treating yourself to a new cookbook.

*The Taste of the Season* by Diane Rossen Worthington (Chronicle Books) is filled with easy-to-prepare recipes for autumn.

**COLES**



### **TREAT YOUR SWEET TOOTH**

Bite into divine decadence: green apples dipped in caramel, then dipped in milk chocolate and swirled with white chocolate!

**ROCKY MOUNTAIN CHOCOLATE FACTORY**

## special announcements

# first NEWS

We hope you're hungry! This fall, there are plenty of delicious new meals to try at lunch and after work.

### NEW MENU: TASTING ROOMS

Tasting Rooms is changing its menu in October. While you may be putting away your own barbecue at home, the thrill of the grill has influenced many of the restaurant's new dishes. Get a taste of what we mean: their new dinner menu features grilled steaks and fresh fish cooked over live charcoal.



**AUTUMN EVENINGS:** Did you know that Tasting Rooms restaurant has a wood-burning fireplace? Drop by after work and unwind. Bring a friend – or bring a book!



### NEW RESTAURANT: SAPORI TRATTORIA

Craving Italian food for lunch? This fall, you'll be able to enjoy the authentic tastes of Italian cuisine, without having to leave First Canadian Place. Whether you eat in the restaurant or order something from the take-away counter, choose from the many special dishes developed for their brand new lunchtime menu.

### NEW FASHIONS: FALL FASHION SHOW

You've read about some of fall's top fashion trends in this magazine. Soon you'll also be able to see this season's hottest looks for men and women on the runway. Mark your calendar: our Fall Fashion Show takes place on October 21 at 12:15 and 1:15 at the Waterfall Stage of First Canadian Place.



### JUST MOVED IN! ADD TO YOUR PHONE BOOK

**MARITIME TRAVEL** Street Level

416-361-9330

**SPAMEDICA® INFINITE VITALITY CLINIC**

Dr. S. Mulholland, Plastic Surgeon, 25th Floor, Suite 2500

416-644-0050

**SAPORI TRATTORIA** Upper Level

416-862-6294

reward yourself

# Great ESCAPES

The secret to success and happiness? It's about balancing business with pleasure. Take a break at First Canadian Place.



## GOT TO GET AWAY?

Whether in need of a romantic break on a beach or planning a family vacation – when it's time to escape, make all the arrangements with **MARITIME TRAVEL**, located on the street level of First Canadian Place (behind Handwritings). Stop by and let these travel experts help you turn the trip of your dreams into your next vacation. Make plans before October 31 to take advantage of **MARITIME TRAVEL'S** Book Early special offers.

**TRIP TIP: For help getting ready for your next trip, call FCP Personal Shopper Cathy DeSerranno at 416-862-6322. She'll help you get everything you need – all for free!**

## CAN'T GET AWAY?

Burning the candle at both ends? No time to take a few days off to rejuvenate? A quick visit to **SPAMEDICA®** Infinite Vitality Clinic in its newest location on the 25th floor of FCP could be the answer. **SPAMEDICA'S** unique treatments will provide you with beautiful and healthy skin with a youthful vitality that you desire! Call and book your appointment at 416-644-0050.



FIRST is a free seasonal magazine produced and published by First Canadian Place Shopping Centre. For information, please e-mail our editor at: [fcinfo@firstcanadianplace.com](mailto:fcinfo@firstcanadianplace.com)  
Products featured in FIRST are subject to availability.

▪ First  
Canadian  
Place  
▪  
Shopping Centre

**MIX BUSINESS WITH PLEASURE**  
120 STORES, RESTAURANTS & SERVICES AT KING AND BAY

[firstcanadianplace.com](http://firstcanadianplace.com)

# who's at first?

# directory FCP

Tracking down an item featured in this magazine? Need to make a reservation for lunch? Wondering if your dry-cleaning is ready? Use this handy list to contact our stores, restaurants and services.

## WOMEN'S WEAR

Atelier, Sandra Angelozzi . . . . .416-682-9074  
Fairweather . . . . .416-861-9318  
Gap . . . . .416-777-1332  
Laura Petites . . . . .416-364-7761  
La Vie En Rose . . . . .416-366-9385  
Melanie Lyne . . . . .416-368-0840  
Options For Her . . . . .416-861-8733  
SOLÉ Swimwear . . . . .416-368-9190  
Steilmann . . . . .416-304-0221  
Suzy Shier . . . . .416-367-1756  
Tabi International . . . . .416-955-1419  
United Colors of  
Benetton/Sisley . . . . .416-362-3128

## CHILDREN'S WEAR

babyGap . . . . .416-364-9200

## MEN'S WEAR

Gap . . . . .416-777-1332  
Grafton & Co. . . . .416-214-1499  
Tello & Son Clothiers . . . . .416-362-9079  
Tip Top . . . . .416-862-9229  
Vassi Fine Menswear . . . . .416-363-8060

## SHOES

Aldo Shoes . . . . .416-867-1118  
Nine West . . . . .416-368-0611

## ACCESSORIES

Collin Jewellers . . . . .416-362-0440  
Geli Gems . . . . .416-366-4007  
Henry Birks & Sons . . . . .416-363-5663  
K. Jamson Leather . . . . .416-362-0230  
Karir Eyewear . . . . .416-363-4669  
Legs Beautiful . . . . .416-366-3839  
Necessities . . . . .416-868-9424  
The Art of Design . . . . .416-216-1698  
The Eyeglass Boutique . . . . .416-368-1551  
The Jewellery Studio . . . . .416-363-4965

## GENERAL SPECIALTY

Adelaide Sports . . . . .416-364-2772  
Art One . . . . .416-368-3575  
B. Sleuth & Statesman Inc. . . . .416-955-9696  
Black-Eyed Susan's . . . . .416-361-3500  
Carlton Cards . . . . .416-360-4536  
Coles . . . . .416-869-1079  
David Mitchell  
IL-Makiage Studio . . . . .416-304-1077  
Eitelbach . . . . .416-594-6555  
Fido . . . . .416-815-0207  
Gateway Newstand . . . . .416-214-4605  
Gateway Newstand . . . . .416-861-1352  
Gateway Newstand . . . . .416-304-0359  
H2O Plus . . . . .416-363-6066  
Handwritings . . . . .416-366-6531  
HMV . . . . .416-364-6815  
LCBO . . . . .416-594-9040  
Pharma Plus Drugmart . . . . .416-362-6480  
RadioShack . . . . .416-363-3116  
Table of Contents . . . . .416-203-1182  
The Humidor . . . . .416-363-4233  
The Tea Emporium . . . . .416-861-1755  
Timothy's World Coffee . . . . .416-363-1723

## SERVICES

Adelaide Club . . . . .416-367-9957  
Adelaide Health Centre . . . . .416-367-5200  
Adelaide Spa (ext.141) . . . . .416-367-9957  
Adrienne Foley Spa . . . . .416-214-1944  
Altima FCP Dental Centre . . . . .416-368-7226  
BMO InvestorLine . . . . .416-643-1778  
Bank of Montreal . . . . .416-867-5000  
Board of Trade . . . . .416-366-6811  
Canada Post . . . . .416-364-0540  
Dr. Bernstein's Diet Clinic . . . . .416-869-3118

Dr. Brenda Shaul & Assoc.  
Optometrists . . . . .416-363-7342  
Drs. Lebovic, Jacobs & Altman  
Dental Office . . . . .416-868-1066  
First Canadian Chiropractic . . . . .  
& Acupuncture Clinic . . . . .416-368-4858  
First Canadian Medical Centre . . . . .416-368-6787  
Hearing Solutions . . . . .416-216-1845  
Keys Plus . . . . .416-365-7775  
Maritime Travel . . . . .416-361-9330  
One-Stop Ticket Shop . . . . .416-359-9259  
Penny Loafers Shoe Shine Co. . . . .416-203-7496  
Plus One Courier . . . . .416-365-8080  
Preeners Custom Fabricare . . . . .416-362-3823  
Ray Daniel Hair Salon . . . . .416-366-0400  
SpaMedica . . . . .416-644-0050  
Sutherland-Chan Massage Clinic . . . . .416-368-9675  
The Printing House . . . . .416-366-8884  
Tony's Barber Shop . . . . .416-368-8108  
Travellex (located inside  
Bank of Montreal) . . . . .416-304-6130  
UPS Courier . . . . .416-361-6090

## MARKET PLACE

Bacchanalia . . . . .416-368-5933  
Black-Eyed Susan's . . . . .416-361-3500  
Decadent Desserts . . . . .416-864-9944  
Furama . . . . .416-866-7412  
Greenleaf's . . . . .416-363-7085  
Ho Shim . . . . .416-368-0125  
Naturally Yours . . . . .416-368-0100  
New York Bagel . . . . .416-861-9626  
O'Sole Pizza . . . . .416-363-4055  
Rocky Mountain Chocolate Factory . . . . .416-861-2475  
Soup It Up . . . . .416-364-0919  
The Kitchen Table . . . . .416-362-4258  
Timothy's World Coffee . . . . .416-363-2937

## RESTAURANTS

Duke of Westminster . . . . .416-368-1555  
Epikourion . . . . .416-362-6781  
Fusion Bar & Grill . . . . .416-368-3692  
Louisiana Purchase/Eddy's Bar . . . . .416-364-5633  
reds . . . . .416-862-7337  
Sapori Trattoria . . . . .416-862-6294  
Szechuan Szechuan . . . . .416-861-0124  
Tasting Rooms . . . . .416-362-2499  
Toby's Good Eats . . . . .416-366-3953

## FOOD COURT

Bento Box . . . . .416-364-4810  
Bourbon St. Grill . . . . .416-366-6889  
Jimmy the Greek . . . . .416-362-6781  
Maxim . . . . .416-366-2946  
Mr. Sub . . . . .416-361-9942  
Nash'Tah . . . . .416-216-8548  
New Wok New Wok . . . . .416-861-0124  
Pumpernickel's . . . . .416-863-9880  
Santorini Café . . . . .416-362-6781  
Soly's Diner . . . . .416-863-9880  
Swiss Chalet Express . . . . .416-368-2702  
Taco Bell Express . . . . .416-364-7095

## IMPORTANT NUMBERS

Building Management Office . . . . .416-862-8138  
FCP Concierge . . . . .416-947-9990  
FCP Gallery . . . . .416-862-6180  
FCP Personal Shopper . . . . .416-862-6322  
Parking . . . . .416-862-6304  
Security Desk/Lost & Found . . . . .416-862-6319

For more information, visit our web site at [firstcanadianplace.com](http://firstcanadianplace.com). In the Shopping & Dining section, click on Directory.