



{ FASHION NEWS }

# A SIGNATURE TOUCH

*Marie Saint Pierre gives her EDGY style an affordable TWIST.*

Behind the scenes at the Reitmans photo shoot; Marie Saint Pierre (top, right) adjusts a detail.

The Marie Saint Pierre for Reitmans Holiday Collection ranges in price from \$85 to \$95. It will be available in November at 34 Reitmans stores in Ontario and Quebec and at [reitmans.com](http://reitmans.com).



“These are timeless, comfortable, intelligent pieces.”

The bright Montreal loft studio of photographer Geneviève Charbonneau is buzzing with activity as model Kelly Craig strides onto the set. Her deep-red curls, which have just been released from pins, bounce across the shoulders of her stylish black batwing dress. Stylist Sophie Lanza moves in to carefully adjust the draping of the sleeves, while Charbonneau’s assistant checks the lighting. Inspiration images of Tina Fey and Cate Blanchett are posted nearby, and I hear murmurs of “It looks perfect” and “*C’est magnifique*” coming from members of the photo-shoot team. It feels like a high-fashion magazine shoot—but it’s not. I’m on the set of an ad campaign, one that is taking Reitmans—the Canadian company that is best known for its “Reitmans 1, Haute Couture 0” ads that champion clothes for real women—into new territory with its first-ever designer capsule collection: 10 holiday dresses by Marie Saint Pierre. “We wanted to create some surprise—a new curiosity about the brand,” explains Brigitte Martin, merchandise

manager for Reitmans, “and we couldn’t think of a better way to do this than work with Marie Saint Pierre.” The curiosity was mutual, Saint Pierre tells me later as she walks me through the collection, pointing out her signature details, like detachable metal appliqué collars, ribbon accents, touches of mesh and raw-edge Ponte de Roma knit. “I thought the dresses should be timeless, comfortable, intelligent pieces that you can wear on many occasions,” she says. “I wanted to give women something that is very close to what would come from my own atelier but at an amazing price point.” Not surprisingly, Saint Pierre’s own archives were the starting point for the Reitmans collection. “When we first met with Marie, she wheeled in a rack with all these original dresses,” recalls Martin. “One of the first pieces she pulled out was a knit dress with some detachable hardware and we went ‘Ah, that could be great,’ and we began building the collection from there.” A second limited-edition collection is already in the works for spring 2012, and Nadia Cerantola, president of Reitmans, says that there could be more to come. “We love being able to make a designer collection accessible to our customers and, at the same time, change the perception of Reitmans for those who don’t know us yet.” CHRISTINA REYNOLDS