

## Mode Accessories debuts its new edition

Photos and text by Melanie Kayama

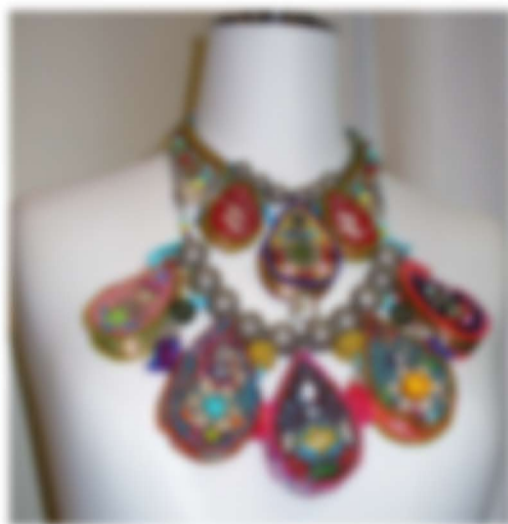
Over 1,000 buyers attended the first September edition of **Mode Accessories**, held September 21-23 at the International Centre in Toronto. "We are extremely pleased with the outcome of the show," says **Alice Chee**, partner, **Two Plus One Group**, which organizes all of the Mode shows. "It has met all of our objectives as a new event." This edition had over 100 exhibitors...about half the size of a January or August Mode show.

The September show was launched for a new group of exhibitors whom we could not accommodate in our regular editions in January and August," explains Chee. "Close to 80% of the participants were exhibiting for the first time at Mode."

This show featured Fall/Winter collections from a variety of exhibitors ranging from clothing to jewelry, eyewear to shoes and handbags to scarves. The **Brenda Dean Sales Agency** had two unique lines at the show. **One Sole Interchangeable Shoes** and **Green Veranda**. The first is a line from the U.S. that was created by a

pharmacist. It features a basic black shoe sole with snap-on interchangeable tops that come in a variety of patterns and colors. **Green Veranda** has fashionably turned recycled newspaper into eye-catching handbags and accessories. The products are made in Brazil and the environmentally conscious company plants a tree for every handbag that is sold.

Another line featuring recycled materials is **Reacana**, designed by **Calgerian Renato Xavier**. The line uses truck canvas tarp for footwear, tote bags and accessories, as well as old tires for shoe soles and detailing. The socially responsible company, whose products are made in Brazil, collects, traps and treats them with biodegradable shampoo and soaps, without using any



Two necklaces paired from **One Sole**



Left: recycled newspaper handbag from **Green Veranda**. Right: two of the many patterns available from the **One Sole Interchangeable Shoes**.



**Pick Up Sticks** double-sided photo jewelry.

harmful dyes.

A line that is new to Canada is **Pick Up Sticks**, based in New Mexico. The line, which started in eight stores in Canada last year and is now in 500, carries double-sided photo jewelry. Each piece features photos in a range of themes encased in pewter and glass.

Making her debut at Mode was **Terri Michael** with her **Terri Michael Stoned Originals**. Michael not only designs jewelry, but is also a successful radio and television broadcaster. She creates elegant jewelry using an array of semi-precious stones, pearls and crystals from around the world. The



Two examples of how recycling truck canvas tarp and old tires can be informative from **Reacana**.

majority of the line is hand crafted in the Toronto area.

The layout of the September show at the International Centre, with its straightforward aisles, made it easier to navigate than did the spread out and complicated pattern of the January and August shows at the Doubletree. Although there were a few dissenters, most exhibitors and buyers felt that the new exhibitors showing here would help Mode improve.

"It is wonderful to see so many new exhibitors," says **Diane Chiasson** of **Curio Cite** in Toronto. "They have such unique and high quality products." **Terri Michael** feels that buyers are looking for new blood. "The show needs some fresh faces like those at the September show, so it isn't stale for the buyers."



A recycled newspaper flower necklace from **Green Veranda**.

A survey conducted by Mode Accessories found that 24% of the buyers were attending the show for the first time. The remaining 76% regularly attend Mode, and 50% of them were returning after the August show. The survey also found that many buyers returned to the show to find new sources of fashion merchandise. When asked their main reason for attending, 52% said the importance of finding new suppliers. An overwhelming 81% revealed that they accomplished their

objectives at the show.

According to the show's management, it is their plan to position the September show as the platform for new accessory suppliers since new exhibitors made up nearly 80% of the show. "This singular factor differentiates the September show from its sister shows in January and August where there is a stable group of returning exhibitors," says Chee.

Mode's management held meetings with exhibitors from both the August and September editions to discuss the future direction of Mode Accessories. The consensus was to continue on the path of growing the September show.



The next Mode Accessories show is scheduled for January 25-27, 2009 at the Doubletree by Hilton in Toronto when spring and summer collections will be showcased. For info call 416-510-0114 or visit <http://www.mode-accessories.com>

A knitted dress from Toronto-based **Olga Senev knit Gallery**, and on the right a closer look at the detailing.



Top and middle: Two hand crafted necklaces from **Terri Michael Stoned Originals**.

Bottom: Double Check on a water purifier from **Karna Accessories**.

Audrey Gostlin's INSIDE

FASHION