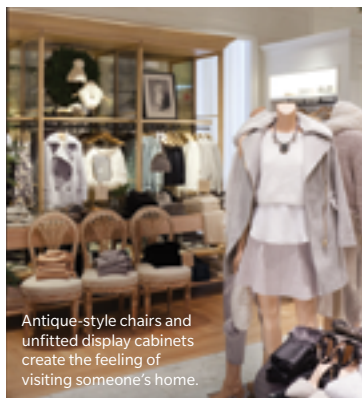




Style Files

A 19th-century Noir Marquina marble fireplace found in Paris became a focal point in the men's department.



Antique-style chairs and unfitted display cabinets create the feeling of visiting someone's home.

STYLE STEAL

FRENCH TWIST

Club Monaco's new Beaux Arts-inspired flagship store has us shopping for fashion-forward clothes and decorating ideas alike.

SEEN AT: Club Monaco's first new concept store in Canada.

FIND IT: 1000 St. Catherine St. W., Montreal, (514) 871-9841 or clubmonaco.ca

WHY WE LOVE IT: The space feels like a hybrid of a 19th-century French department store and a stylish friend's beautiful home, thanks to old world elements like marble stairs, iron railings and stately mouldings. "We've used the word 'residential' quite a bit — it's about making you feel comfortable," says creative director and senior vice president of

women's design Caroline Belhumeur, who's part of the team leading the design of the brand's new flagships. A library and café area serves coffees from Montreal's Café Myriade and treats from Hof Kelsten bakery. Books from Drawn & Quarterly can be browsed along with the usual racks of cool-yet-classic clothing and accessories. "You can wander from room to room, stop and have a coffee, and go back and buy that coat you're thinking of," says Belhumeur.

HOW TO BRING IT HOME: If your home lacks historical detail, fake it! Though inspired by its turn-of-the-century exterior, much of the interior had been gutted, so the design team created a sense of age with vintage-look details, like plaster ceiling medallions, and actual vintage finds, like glass display cases from London and a great black marble fireplace from Paris.



ABOVE: A tufted banquette and classic bistro tables and chairs give the café and library area a Parisian accent.

RIGHT: Wallpaper by Gracie turns a shoe display into a design moment.

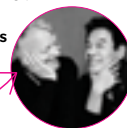


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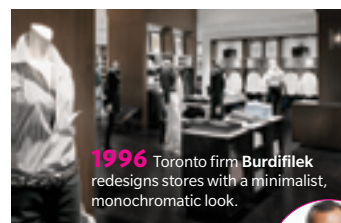
IN THE CLUB

The behind-the-scenes talent that helped build the Club Monaco brand.

1985 Designers **Christine Ralphs** and **Michelle Lloyd** join as VPs of design. The first stores open in Toronto, designed by **Yabu Pushelberg** and inspired by Muji.



1989 The first U.S. store opens in Santa Monica, Calif. Shops open in Korea in 1995.



1996 Toronto firm **Burdifiek** redesigns stores with a minimalist, monochromatic look.

1996 Photographer **Walter Chin** and stylist **Joe Zee** (right) shoot the first (now-iconic) black and white ad campaigns.



1999 Polo Ralph Lauren buys Club Monaco for a reported \$52.5 million U.S.

2000 Legendary photographer **Richard Avedon** shoots the fall collection.

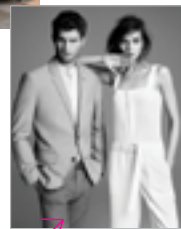
2012 Makers and Muses offers pieces designed in collaboration with indie brands like **Loeffler Randall**.



2013 The first new-concept flagship debuts in New York's Flatiron district.

2014 Montreal's new flagship opens.

2015 The spring campaign, shot by **Inez and Vinoodh**, goes back to black and white.



SEE SHOPPING LIST

Text by Kristen Koch/Photography by Ian Woo (store interiors)/Thomas Whiteside (Yabu Pushelberg portrait)/ Ben Rahn (Burdifiek interior)/Inez and Vinoodh (2015 ad)