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RETAIL THERAPY

Back in blues

Denim destination Danali is welcoming customers back to its Winnipeg store

At Winnipeg men's- and women's-wear boutique Danali, fashion comes second to family. "To describe our team as tight-knit would be an understatement, with some members having been with us for over 20 years," says owner Aubrey Margolis, who bought a small men's wear shop in 1986 that he now runs alongside his daughter, Jessie. "Since then, we've moved several times, changed directions and expanded, now operating as a men's and women's store with over 3,000 square feet on a busy and bright corner of a city we love to call home."

The store is known for offering a selection of elevated classics for men and women with an emphasis on premium denim. Stocking hard-to-find Japanese brands such as Momotaro Jeans and Pure Blue Japan, Danali is also home to Canada's only Nudie Jeans shop-in-shop and has an on-site Union Special chainstitch sewing machine for free denim hemming. Following the launch of Danali's e-commerce platform in April, this season sees the in-store debut of Comme des Garçons Play as well as new arrivals from recent brand additions such as Ganni, Norse Projects and Portuguese Flannel alongside long-time favourites Judith & Charles, Naked & Famous Denim and Reigning Champ.

Danali regularly shares its space with charitable organizations as a drop-off location for initiatives including clothing and donation drives. And after a seven-week closing during the continuing COVID-19 pandemic, the Danali team is grateful to be reunited in store with its clients, a group they consider to be an extension of the family.

Danali, 530 Kenaston Blvd., Winnipeg, 204-489-0577, danali.ca.

— CAITLIN AGNEW

Special to The Globe and Mail

IN STORE



Nudie Jeans Lean Dean Dry Japan Selvage Jeans, \$325.



Ganni Seersucker Check Dress, \$365.



Comme des Garçons Play x Converse Chuck 70 High Top Sneakers, \$200.

Style news

Two Canadian companies have been selected as finalists in the LVMH Innovation Award 2020. Based in Montreal, **Livescale** (livescale.tv) is a livestream shopping platform that services all of North America with plans for international expansion, connecting consumers directly to brands. Some of its partners include L'Oréal, Jenny Bird and Cheekbone Beauty. And from Toronto is **Tryon** (tryon.jewelry), which specializes in augmented reality for jewellery e-commerce, so customers can try on rings, bracelets and watches virtually using their smartphones. Founded in 2017, the award recognizes the most innovative startup in the field of customer experience.

Some local clothing companies are making extended sizing more easily available. Montreal-based fashion line **WeInfluence** is an extended-size clothing line for women sold exclusively at Walmart Canada (walmart.ca). Available in sizes from 16 to 24 and 1X to 4X, all pieces are priced less than \$30 each. The latest collection highlights a bohemian aesthetic through pastel colours, floral prints and denim dresses, with prints created by Montreal artists. Plus, Toronto-based outdoor apparel brand **Alder** (alderapparel.com) is launching a new line of shorts and tank tops for women this month in sizes 0 to 30. All of Alder's pieces are produced in partnership with ethical factories around the world.

Prince Edward Island's **Cascumpeck Bay Oyster Company** has recently launched a new oyster home-delivery service. Available across Canada via FedEx, chilled and expertly packed PEI oysters are delivered overnight along with optional shucking knives and accessories. The company recently opened a new processing plant, a complex that features wet storage tanks built into the concrete floor of the main building and space for more than 200,000 oysters to be stored in temperature-controlled saltwater. It will also be opening an on-site retail outlet. For more information, visit cascumpeckbayoysterco.com.

The **15 Percent Pledge** is a call to major retailers in the United States asking them to support BIPOC (Black, Indigenous and People of Colour) business owners and entrepreneurs by committing 15 per cent of their buying budgets and shelf space to BIPOC-owned businesses. Started by Aurora James, the Canadian-born creative director of New York-based footwear and accessories label Brother Vellies, the 15 Percent Pledge has recently extended that call to major retailers in Canada, asking that they join the pledge by July 1. For more information and to sign the pledge, visit 15percentpledge.ca.

Following the postponement of its annual event this April with a rescheduled date to be announced, **Fashion Art Toronto** is holding a virtual runway series. Streamed live on the festival's Instagram account, @fashionarttoronto, and posted to the Fashion Art Toronto YouTube channel, the presentations will take place every Monday and Friday evening throughout the summer. Participating labels include Mic Carter of L'Uomo Strano, Padina Bondar, Meesh by Micheline Wedderburn, Gorm Garms and Neoteny Apparel. Celebrating its 15th anniversary this year, Fashion Art Toronto is known for being an inclusive platform that champions sustainability, diversity, body positivity, alternative subcultures and the transformation of gender norms. For more information, visit fashionarttoronto.ca.

— C.A.

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DAY IN THE LIFE

Author, actor and playwright Ann-Marie MacDonald is taking her baking skills beyond bread

In mid-March, my wife – Alisa Palmer, artistic director of the National Theatre School of Canada, English section – was off on her annual audition tour, which was set to premiere this summer, but along with all the other productions, it's been postponed. For all the craziness of these times, however, there are some personal silver linings. Now, there are fewer demands on my time and it's that much more quiet around my head, which is a great benefit to me as I write. I also have even fewer excuses not to finish the novel I'm working on. I don't want to sound like I'm jumping up and down – that would be very unseemly – but it's not a personal hardship for me to keep to myself for extended periods of time. That's what I do.

One of the great resounding blows to the part of the world I live and work in, is the shutting down of the entire Stratford season. My play, *Hamlet-911*, was set to premiere this summer, [but] it's been postponed.

Unlike others who have been madly baking bread, I started making these mid-20th-century elaborate desserts. It's the strangest thing because I'm not a baker. I've made a fresh fruit Crème Anglaise Trifle and a Baked Alaska. When I took it out of the oven, my daughter tasted it, and said, "I want never to not be eating this." I don't know where this person has come from, but it's exceedingly rewarding. I'm not on social media [but] I can't imagine the legions of people feeling terrible about themselves if they'd seen the Baked Alaska. It was a public service of omission.

— AS TOLD TO GAYLE MACDONALD



ISABEL MACDONALD-PALMER

RITUAL



I've grown my first beard while working from home. How do I maintain it?

With work-from-home dress codes being somewhat more lax than those of a corporate office, some have taken advantage of lockdown by growing out their facial hair. But there's more to growing a beard than simply giving up shaving. According to Adam Maguire, who owns Toronto-based beard-care company Baarden with his partner, Kaleena Ly, one of the most common complaints about a new beard is itchiness. It's a condition he says isn't brought on by the beard, but rather the skin beneath it.

"Everyone's face produces natural oils," he says. "When you start growing out a beard, your skin doesn't start magically producing more oil. The beard that needs that moisture is now sucking the oil out of the skin underneath it. That's what gets really itchy."

To replenish that natural oil, Maguire recommends rubbing a beard oil into the skin beneath your beard. Baarden's Beard Oil is made with jojoba oil, which he says mimics the skin's natural sebum while alleviating any itch and can also soothe inflammation caused by ingrown hairs. For the best relief, Maguire says your beard oil should be applied in the morning after your shower and any time you're feeling that dryness.

— C.A.

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Need some advice about your skin and hair care routines? Send your questions to ritual@globeandmail.com



Baarden Beard Oil, \$22 through baarden.com.