

# 401 update

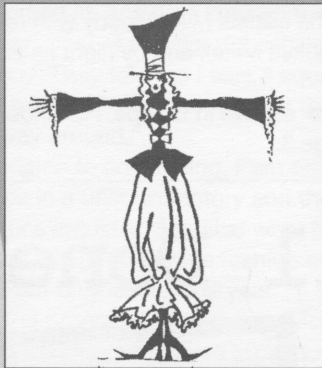
volume 1  
number 3

Published by 401 Richmond Ltd.



## inside

Profile:  
Pam Chorley &  
Fashion Crimes



## Welcome

We'd like to welcome this month's new tenants:

- Cuppa Coffee (Suite 351)
- Jim Reimer (Suite 226)
- Element (Suite 255)

## Moved

Tenants who moved to larger premises recently:

- Fashion Crimes (Suite 257)
- Lois Lawson-Ellis (Suite 260)

## Bonnie Raitt helps Earthroots

Fans of country singer Bonnie Raitt had a special opportunity to meet the Grammy Award winner and support Canada's wilderness. As part of her on-going commitment to the environment, Raitt selected Earthroots as her "charity of choice" on a recent visit to Toronto (August 21 - O'Keefe Centre). Earthroots (Suite 251) is a non-profit organization dedicated to preserving Canada's old-growth forests. The event was a great success; all 200 benefit tickets, priced from \$60 to \$200, sold out in a matter of days.



Singer  
Bonnie Raitt

EARTHROOTS

## History of 401 Richmond Street West unearthed

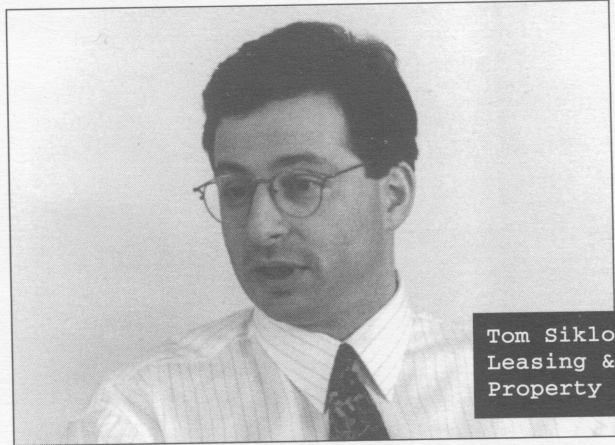
Thanks to the late Loftus L. Lloyd, we have a relatively complete history of the building. Plant Manager at 401 Richmond Street West when it was the Macdonald Manufacturing Company, Mr. Lloyd wrote a detailed account in 1967 of the construction of the building. It was since published in 1993. Beginning next month, we will include excerpts from his fascinating book in our newsletter.



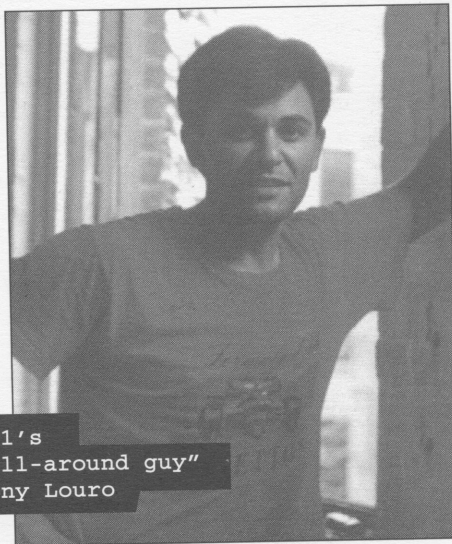
Loftus L. Lloyd  
(1884-1982)

# Tom Siklos

You may have noticed a new face around the building. It belongs to Tom Siklos, our new leasing & property manager. Tom has an extensive background in property management and has worked for over 10 years with some of the city's most successful commercial realtors including York Heritage Properties, Markborough Properties, Bramalea Limited and Lehndorff Property Management. "I'm here to help in whatever way I can," says Tom, "and I have a personal commitment to maintaining the integrity of this historic building and its successful mix of tenants." We are fortunate to have him join us here at 401 Richmond West.



Tom Siklos:  
Leasing &  
Property Manager



401's  
"all-around guy"  
Tony Louro

# Tony Louro

He works 13 hours a day and never looks tired. Perhaps it's because Tony Louro, our resident "all-around guy", has been labouring in one capacity or another since the age of five. He and hard work are old friends.

Tony was born in the Azores (the islands south west of Portugal) and came to Canada in 1974. As a youngster in San Miguel, he helped to set dynamite in rock and gather stones for road construction. "The job," he recalls, "was from sunrise to sunset for 10 cents a day, and I loved it."

As a teen he worked in a pharmacy and trained as a pipe-fitter and welder. Between 1975-82 he was a caretaker/cleaner for Humber College in Toronto, and subsequently was employed by Adelaide Cleaners and Trio General Contracting.

Tony has two roles at 401 Richmond: by day he assists Mike Moody with restoration of the windows ("he's a sanding machine" jokes Mike), and by night he is in charge of building maintenance.

Tony is very close to his family, many of whom still live in Europe. His pride and joy are his two sons, Jim, age 14, and Adam, age 3.

# bulletin board

A regular feature of 401 UPDATE, the Bulletin Board is your opportunity to communicate with other tenants and keep them in touch with what is happening in your organization. If you are having a sale or exhibition, or just want to tell others about your product/service, simply supply Margie Zeidler or Lesley Soden in the management office with the written information and we will print it here.

## Arts Week at 401 Richmond West

We are delighted to be part of this year's Arts week activities. On September 27, 28 and 29, 1994, four performances/exhibits will take place in Suite 245. They include:

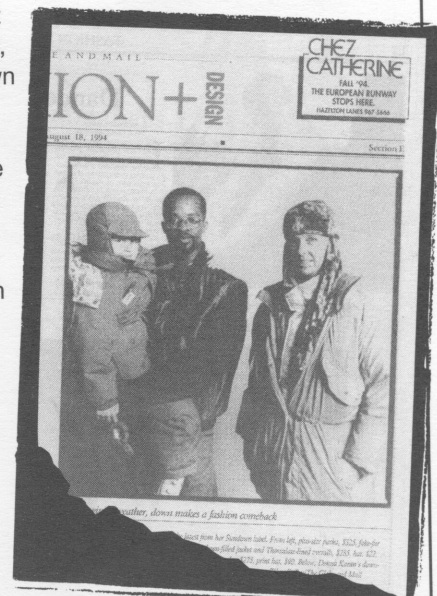
- P. Elaine Sharpe: Pleasure Girls (Photography)
- John L'Ecuyer: ReadFastUseOnceAndDestroy (Short Story Reading)
- natalie stephens & Isabelle Noel: living without a trace (Monologue)
- Charlene Jones & Linda Stitt (Uncritical Mass): Write On! (Poetry Reading)

Exact dates and times will be posted. Admission is \$5.00 (inclusive) and restricted to adults only.

# ARTS WEEK

# Well Done!

On August 18, 1994, both *Sundown* (Suite 122) and *Fashion Crimes* (Suite 257) were featured in *The Globe & Mail*. As seen here, Julie Ganton, owner of *Sundown*, and Carlton Griffiths, our Building Manager were models for *Sundown's* great clothing.



# profile

## Fashion Crimes (Suite 257)

"It all began when I boycotted kindergarden because my mother tried to put me in plaid!" said Pam Chorley when we asked how she got started in the fashion business. Chorley, founder of Queen Street's unique clothing store Fashion Crimes and a tenant of 401 Richmond West since April 1993, has been making her own clothes and accessories since grade school. "I just do what I like and there's a certain number of people whom it pleases."

Having a father in advertising may account for some of Pam's creativity but it also partly explains why she hasn't advertised in over 12 years of business. "I learned a lot about advertising from my Dad," Pam recalls, "but I also worked in, and was fired from, the ad department of a major publishing company. They told me I was a square peg in a round hole. I think it was the other way around."

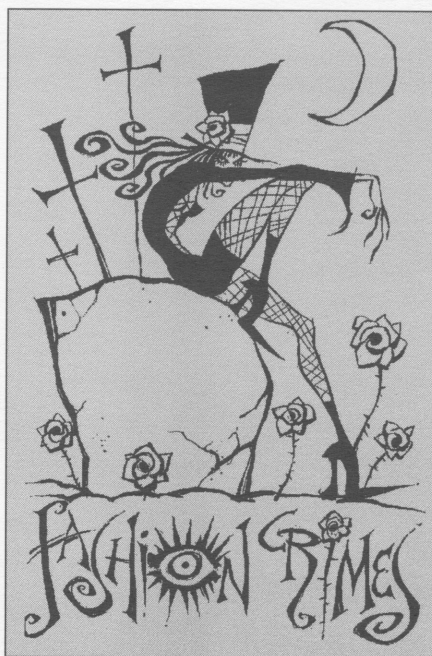
In addition to advertising, Pam paid her dues in a uniform factory and the cosmetics industry. She also went to Seneca College to pursue fashion and design but only lasted one year. "I found the programme retarding. Most of what they were teaching I had done years before." She then studied Applied Geography at Ryerson and completed her Bachelor of Arts degree at U of T in Art History and Literature in 1981.

After university Pam secured a position with Le Chateau designing their accessory line. The job was very demanding and required that she make thousands of earrings each week. As a result, she gained invaluable experience in production. At the same time, she opened her studio to passers-by and displayed some of her creations in a friend's Queen Street boutique. The interest was high.

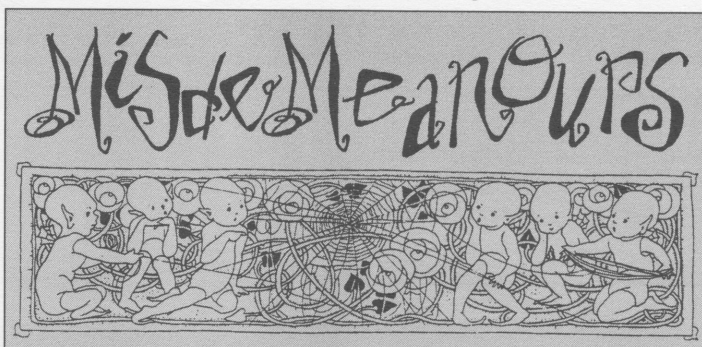
Opening her own store

was a different matter, however. As a single woman, it was difficult to get a bank loan, so growth of the business was slow. "I was quite thrifty", she says, "and waited until I could finance a small shop". The result is Pam's highly-popular store at 395 Queen Street West between Spadina and Peter Streets.

Featuring women's clothes that are a



mix of Gothic, Victorian and punk, Pam's line is successful precisely because it breaks all the fashion rules. Like "blue and green together should never be seen. That's ridiculous," she insists. "I like to challenge popular aesthetics. Use velvet as an everyday fabric. Enjoy it! Why save the great



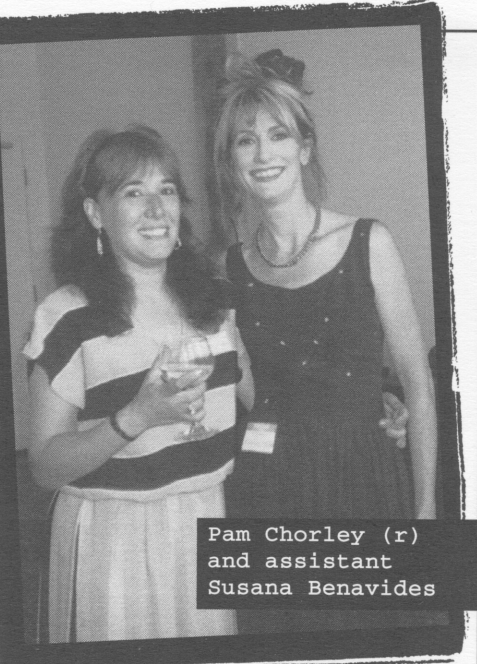
fabrics and cuts for evening only?"

Being fashionably incorrect lets Pam create interesting visual effects such as sleeves that hang unconventionally because she cuts off the grain. "I'm a fashion outlaw," she admits, "I'm independent and like to do my own thing. Everything in the industry was about being safe, and I was tired of it. I wanted to create clothing that I could wear."

When Pam's daughter Jasmine was born two years ago, the same "what can she possibly wear?" attitude cropped up. Consequently, Pam designed a children's line called Misdemeanors (a small fashion crime, she points out). With articles like a mini biker jacket and matching boots, these "cool" clothes for youngsters are a big hit.

The past few years have been especially rewarding for Pam. In addition to the arrival of Jasmine, she has hired an assistant Susana Benavides ("someone who can do everything") and upgraded from a tiny studio at home to production space at 401 Richmond Street (recently expanded to Suite 257). "I'm more free to be creative now," she states, which

means greater time to explore ideas that are triggered by all sorts of things: architecture, gardens, a mood, almost anything. "Whatever's eating at me I must put in 3D. I do a thumb-nail sketch or write on a matchcover as the idea hits me. There's no regular time for creativity."



Pam Chorley (r)  
and assistant  
Susana Benavides

# 401 Richmond Tenant Listing

Tenant	Suite No.	Product/Service Description	Tenant	Suite No.	Product/Service Description
Academy of Spanish Dance	B104	Flamenco & Spanish classical dance classes for students of all levels	Jones, Naomi	371	Women's clothing designer
Active Accessories Ltd.	243	Fashion accessory hats & sunglasses	K.S.M. Textiles/ Cotton Age Kids	236	Manufacturer/wholesaler/retailer of children's wear (retail during semi-annual clearance sale only)
Amaral & Holloway	357	Graphic design & photography	Kilim Crafts	130	New, old & semi-antique rugs from Iran, Afghanistan & Turkey. Also custom upholstery & furnishings.
Archetype	221	Studio	LaserSet	123	Graphic services & advertising
Beasley, Laura	363	Studio	Lawson-Ellis, Lois	260	Studio
Bits Per Minute	264	Graphic design & electronic pre-press production services for large & small businesses	Learning Edge	355	Multi-media developer
Brico Graphics	B102	Printing	Lindgren, Janine & Ceponis, Valerie	217	Sculptures & original prints (to view, call 586-0824). Also technical services related to sculpture.
C.A.L.	253	Studio	Mendocino	232	Office & Warehouse
Canadian Hazardous Materials	139	Publisher of environmental trade publication	Morin, Gilles	345	Studio
Cargil Bridals	202	Dressmaker and designer of wedding outfits	Movenpick	121	Warehouse
Cuppa Coffee	351	Animation and design	Nabet	375	Broadcasters union
Delaney, Patricia	359	Studio	Native Skills Centre	397	Skills training in computers, fashion, etc.
Dicks, Susan	360	Costuming for film	NirvCentre	104	Web: electronic mail, computer conferencing, database & Internet services with a focus on non-profit & social change organizations
Drapery Design Studio	137	Custom drapery workroom; venetian & vertical blinds; bedspreads, etc.	Nor's Fashion	219	Fashion designer specializing in men's & women's designs
Earthroots	251	Non-profit environmental group with a focus on Ontario's forests	Paper E. Clips	140	Greeting cards (birthday, wedding, baby, etc.), wrapping paper, tags
Egan's Studio	348	Studio	Pelican Dispatch	116	Distributor of smoked salmon
Element	255	Costume builder for film and television	Pelletier, David	215	Studio
Environ International	372	Urban design; planning & environmental/urban studies	Pleasant Pheasant	115	Design & manufacturing of women's fashion accessories
Erkan Photography	240	Fashion & commercial photography	Primitives	111	Warehouse
Fashion Crimes	257	Fashion designer of women's and children's clothing	Regent Design	348	Jewellery design
Flashcuts	B101	Storage	Rite Printing	109	Printing, photocopying & silk screening
Gibel, Anne-Marie	107	Studio	Sentinel Maintenance	222	Commercial cleaning & maintenance services
Grand Print	108	In-house printing for businesses	Slap & Tickle Make-Up Company	210	Make-up & prosthetics for film industry
Greenspoon Bros.	364	Furrier	Sundown	122	Down-filled outerwear for adults & children
Holland, Bruce	362	Custom framing	Toronto Environmental Network	105	Non-profit, grassroots environmental group helping to develop a greener, more equitable Toronto.
Images Festival	228	Annual festival to showcase independent film and video production	Thib, Jeannie	362	Studio
I.N. Group	240	Models & character types for print work/runway/commercials, etc.	The Works	350	Graphic design
Isaacs	392	Studio	Wilson, Anya	220	Promotion and publicity; lobbyist for radio airplay
J.A.L. Enterprises	128	Corporate management & wholesale adult novelties	Yunker Design Inc.	387	Fashion Designer for women's sportswear
Jenez 9 & Kassim	358	Clothing Design	ZRP/A	B111	Storage
Jeong Hyun Ha	224	Clothing Manufacturer			



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Printed on recycled paper