

Meet Matt:

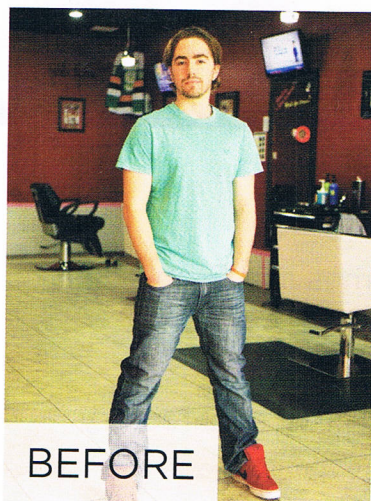
A MODERN MAKEOVER

PHOTOS LISA LANDRIE

For as long he remembers, Matt Smidt has been playing hockey. Currently a first year Arts and Science student at the University of Saskatchewan and a goaltender for the men's Huskies hockey team, Matt is always on the go and enjoys a casual style. "I'm a jeans and tee-shirt kinda guy!" he laughs. "Except for games, then I'll dress up."

We thought Matt deserved a modern makeover, so we set him up with a day of pampering. Let's take a closer look at what happened.

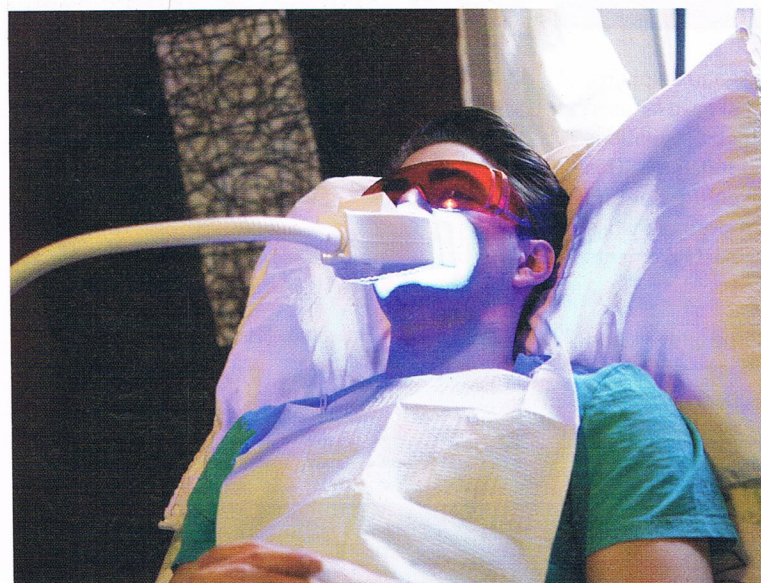
First stop of the day was at Off Side Hair Zone where Matt met with owner Arlene Wicinski. "As soon as I saw him, I knew what image to give him. His hair was perfect," notes Arlene. With his new "Mad Men" hairstyle, Arlene showed Matt different ways to style it. "After all," she smiles, "I'm here to give a guy a style rather than a haircut."



BEFORE



AFTER



Matt was also treated to Arlene's specialty straight razor shave — just like old time barbers used to do. "It's self-pampering for guys," Arlene explains, "like a manicure or pedicure is for us women."

Matt's thoughts? "It was a pretty cool shave!" he laughs. "[Arlene] gave me some good tips."

Next stop was at Boutique BeYouTeFul where Matt met with Karen Turner from WhiteHot Smile. "Shiny white teeth is the number one cosmetic procedure in North America," Karen explains. "Whether you are looking for a life mate or going for a job interview, this will put you ahead of the competition."

The 20-minute, non-invasive procedure — using LED lighting in conjunction with the purest carbamide hydrogen peroxide — started with basic cleaning

preparation, then Matt popped in a preloaded mouth tray. "We maneuvered the LED light right in front of his teeth so the light could cause scrubbing bubbles that remove stains from in between, behind and in front of his teeth."

Matt grins, "I noticed a big difference right away!"

"Normally I wear metal-framed glasses," Matt explains. But he ventured for something different as his makeover continued at Vogue Optical.

"When I first saw Matt, I knew I wanted to fit him with a modern, plastic frame," says Daphne Boechler. "The Dolce & Gabbana [frames] fit him perfectly, and the style could be worn for casual wear and also dressed up for business."

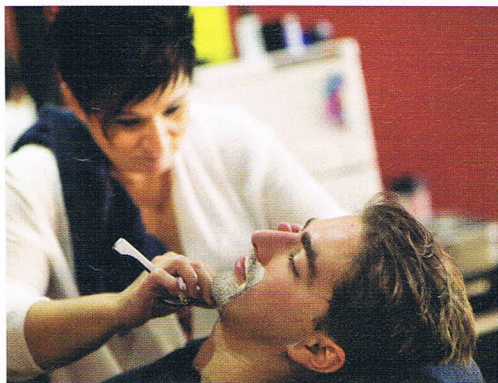
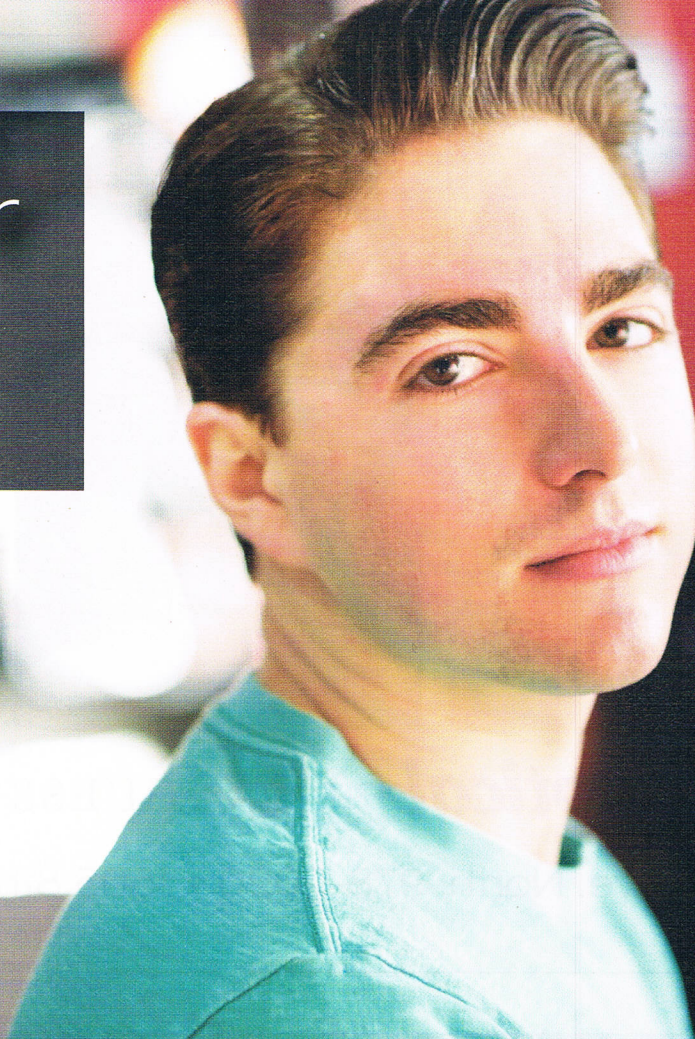
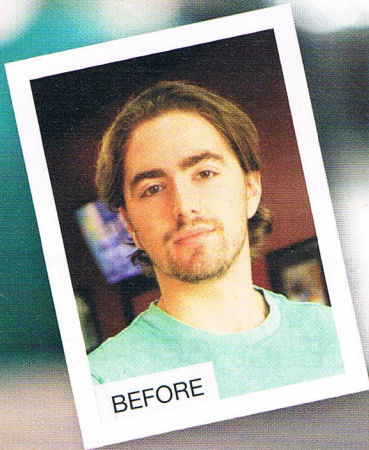
Daphne advises others who are shopping for new eyewear to step out of their

comfort zone. "There are bold colors with unique designs ... a sophisticated pair for the office, a blingy pair for a night on the town, contact lenses for sports, even prescription sunglasses." Case in point: Daphne fitted Matt with pair of Guess prescription sunglasses. Matt says, "They looked really good!"

At David's Apparel, Matt was delighted with the selection. "[David] has some really nice business casual and going-out clothes." David Grambo, owner, wanted to suit Matt up in what he calls "smart casual" — a sharp sports shirt with an Italian sports coat.

David stresses the importance of knowing your proper size before shopping and trying clothing on. "Make sure the garment fits. You wouldn't buy shoes that don't fit, so why would you buy pants or a shirt that don't?" To make sure all clients,

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STYLE FOR THE DISTINCTIVE MAN

BY **TOBIE HAINSTOCK** PHOTOS **LISA LANDRIE**

You are a man of distinction and everything about you says so. From the car you drive to the types of wine you enjoy, your taste has flare and sophistication that is noticed.

The same goes for how you dress. Your discerning style is present whether attending a business luncheon or out on the town. That's why you shop at David's Distinctive Men's Apparel. You know that you're going to get the best in service and top quality brand names like Ango Mode, Polifroni, Bertigo shirts, 34 Heritage and Hudson jeans, Jack Victor and S.Cohen suits and more.

"We are all about service," states owner David Grambo. "We try to set ourselves apart." By offering impeccable service in a relaxed and comfortable atmosphere, you can feel free to shop for the best in high quality men's apparel. "If I don't have an item in my inventory I will try my best to find and order it for you."

Casual, business or formal: you know you can find it at David's. Looking for stylish accessories? David's has a wide selection of ties, bow ties, belts, wallets and more.

So, you're a big guy. You'll turn plenty of heads by shopping in David's Big and Tall section. "We have a complete line of tailored shirts for tall and suits that surpass size 56T," Grambo notes.

If bespoke or custom attire is your desire, David's provides made to measure services from shirt makers and suit tailors.

Check out the great assortment of sweaters, including Blue Willi's from Denmark and Serica from Italy for those cold days ahead. Tuxedo rentals are also available for that special occasion.

Open Monday to Saturday 9 a.m. to 5:30 p.m. and Thursday until 8:30 p.m. ■

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Saskatoon
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davidsapparel@sasktel.net



PICTURED David Grambo





Matt included, get the proper fit they deserve, David offers alterations as part of his service. His pet peeve? "Too long jeans! It ruins the cuff!" he laughs.

The last stop of Matt's makeover was at Outter Limits. Keeping warm during Saskatchewan winters is made easy when wearing a cold-weather-quality jacket. Matthew tried on the Arc'Teryx Beta AR jacket with an Arc'Teryx Atom LT jacket layered underneath. "It was warm!" says Matt. "And it wasn't bulky at all."

Outter Limit's Brent Fagnau explains, "The top brands [we carry] have focused on new uber warm synthetic insulations and dialing in the fit and functions. This combination allows adventure seekers unparalleled freedom of movement while being protected from the nasty elements outside."

After also trying on some gloves and checking out the snowshoes — being an active guy, and all — it appears Matthew is on his way to an active and warm winter adventure. ■



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Karen Turner, owner

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