

# IN SPOT

## THEODORE 1922

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Shopping can be an aggravating experience, with fitting room lines, absent salespeople and five cent plastic bags so cheap you're lucky to get your goods home in one piece. Gone are the days when shopping was a personalized experience, when you walked into a shop and the salesperson knew your name, inseam, shirt size, which fabrics you loved and which patterns you hated, and gave you the one-on-one kind of service you deserved. So if you're looking to update your fall/winter wardrobe with some super stylish pieces and receive great service, there's a hidden gem in Toronto that's just for you.

Theodore 1922 is a men's boutique clothing store in the Annex filled with marvellous goods. Owner Miranda Black is dedicated to working closely with her clients to find different pieces and ensembles that are tailored to each person's unique tastes. She also believes strongly in both quality and fit. Her mantra: "Everything must leave the store fitting perfectly."

Theodore 1922 is a full-service shop, offering a wide variety of dress shirts, including Eton and Sand, ranging from \$175 to \$300.

Ties, including Canadian-designed and produced Dion, range from \$75 to \$150, and cuff link collections like David Donahue and Babette Wasserman start at \$95 and go up to about \$600.

One of Black's favourite ways to distinguish a client's style is with a custom jacket. Starting at \$995, Black can personalize colour, pattern, fabric, lining, everything down to the buttons. Tired of your worn out jeans? Theodore 1922 carries Sand denim, a lightweight alternative to the standard heavy denim choices of today with a more polished look.

Black says her unique colour palette — colour! — and quality fabrics help set her shop apart. And Theodore 1922's in-house line of dress shirts in a range of colours and patterns just launched.

Acting as a personal shopper and seasoned stylist for each of her clients, Black has successfully brought old-world customer service back into vogue.

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theodore1922.com.