

# DIAMANTE DEVELOPMENT CORPORATION NEWS CLIP

Toronto Life Fashion

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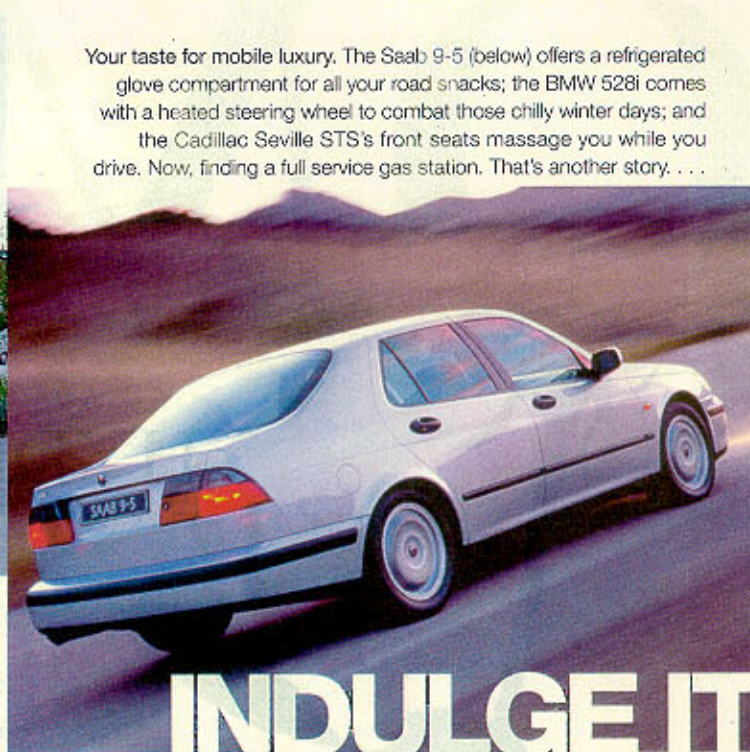
## IN OUR OPINION

A LISTING OF THE LATEST IN LIFESTYLE IMPERATIVES.



### DOUBLE-CHECK IT

Is it a new Club Monaco? No, but it made you look. The savvy marketing team behind the Phoebe real-estate development at Beverley and Queen streets designed a retail-esque sales office to entice even the most reluctant window shopper to look again—and perhaps consider buying a little Queen Street West for themselves. Clever.



Your taste for mobile luxury. The Saab 9-5 (below) offers a refrigerated glove compartment for all your road snacks; the BMW 528i comes with a heated steering wheel to combat those chilly winter days; and the Cadillac Seville STS's front seats massage you while you drive. Now, finding a full service gas station. That's another story. . .

### INDULGE IT

The puzzle of why the new Paramount "entertainment destination" in downtown Toronto has that ridiculous, garish faux-Rubik's Cube on top of it. It doesn't even relate to the (understandable and sort of amusing) neo-glitz, modern-movie-palace décor inside. You don't have to be an architecture critic to categorize this little bit of urban design: Eyesore city!

### SOLVE IT



### REMEMBER IT

So CCM's classic coaster—the 100th Anniversary Legacy—may not have a massaging seat or a refrigerated basket, but it will take you back to your childhood, when things were simpler. One speed, back-pedal braking, a kickstand and a chainguard are all you need to taste freedom in the city or the country. Well, maybe some fancy spoke clickers and handlebar streamers would be nice, too.

We're outing Head by Wiggy in Rosedale, the purposefully unsleek second-floor salon that's been the best-kept secret of the makeup artist/model set for about 10 years. But we don't think owner Pamela Neal will mind. Of her avant-garde, often high-profile clientele she says, "Not to sound snobby, but we don't need or want to do walk-ins. It's difficult to be true to ourselves with someone who isn't relevant to us. We think of hair as art as opposed to beauty."



### BELIEVE IT

FASHION

PHOTOGRAPHY: TOP AND BOTTOM LEFT, ASHOK CHARLES; CENTRE: PHOEBE; TOP RIGHT, GM CANADA; BOTTOM RIGHT, DEBRA THIER