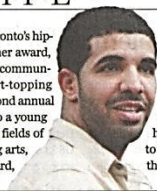


**DRAKE**

**Allan Slaight Award chooses to thank hip-hop star now, rather than later**

Drake, the biggest name to come out of Toronto's hip-hop scene in years, has garnered yet another award, although this one recognizes his positive community impact, and not specifically his chart-topping music. Drake, pictured, will receive the second annual Allan Slaight Award, which is presented to a young Canadian making a positive impact in the fields of music, film, literature, visual or performing arts, sports, innovation or philanthropy. The award,



which will be handed out during the Canada's Walk of Fame Awards, includes a \$10,000 honorarium. Drake has chosen to donate the money to Dixon Hall — a community-based service that aims to create opportunities for people of all ages in low-income neighbourhoods of Toronto. *Take Care*, Drake's follow-up to his debut *Thank Me Later*, is slated for release this October. *Angela Hickman, National Post*



J.CREW; ILLUSTRATION BY ANTONY HARE FOR NATIONAL POST

"Hubris is not so cute," according to J.Crew creative director Jenna Lyons.

# ACCOUNTING FOR TASTE

J.Crew's creative director Jenna Lyons is hugely influential, even if she won't admit it herself



**SHINAN GOVANI**  
Scene

**D**on't you dare call her a "tastemaker" should you run into her at J.Crew's big Toronto party Wednesday.

Although she is one of the more priceless paragons of harder-than-you-think high and low, and her style merits half a million "girl crush" validations when searched on Google, **Jenna Lyons** doesn't really like the "T-word" all that much.

The creative director at J.Crew, who's got industry cachet in spades, and a long-enough profile just out in *New York* mag, specifies in this new interview, "My goal is not to be a tastemaker. It has never been that. I don't consider myself that at all. The idea that you can make taste or influence someone's taste is a very precarious and overly presumptuous concept."

Refreshing? Yes. Especially in a culture when "tastemaker" is often code in certain circles for the more *outré* term (in some circles), VIP. Faux-modest, though? OK, just a bit.

But, as Lyons puts it, "Hubris is not so cute."

Hubris! Not so cute! Now, that's a T-shirt I would buy. (Although hardly the kind of busy tee you're going to find at J.Crew, which specializes in the upwardly mobile utilitarian and/or the monochromatic chic!)

Lyons, whose own personal style has long influenced what J.Crew's women's collection looks like, just happens to be the toast of Canada this week, too, where she takes on the hosting duties at a party happening for the all-American brand as it, at long last, expands into our borders. And as far as primers go, the new *New York* article is as good as any to study up! Some points to consider, accordingly, in order to be party-prepped:

1. The Parsons-educated Lyons will no doubt be among the tallest, if not the tallest, in the room. (But best perhaps not to mention it — really tall people don't really love being told they are, like, SO tall.)
2. Do feel free to bring up in conversation "Jenna's Picks" — the cult-forming feature that the brand introduced in 2008 on its catalogue and website, which "now comes out 14 times a year to the ardent scrutiny of blogs such as I love J.Crew and J.CrewAholics."
3. The journey of a thousand steps began, for Lyons, in Grade 7 when she "took a home economics class and learned to sew, and her grandmother gave her a subscription to *Vogue*." The rest: history.
4. If you can, bring about this part in the article: Under **Mickey Drexler**, J.Crew's super-duper CEO, and his woo-hoo creative director, J.Crew "has fudged that line and even reversed a familiar arc of influence. Among the more zeitgeisty design-

ers, there were shades of Jenna Lyons throughout last year's collections — more rarefied versions of clothes you could almost remember her having worn already. And this fall, the company will appear, for the first time, on the official Fashion Week calendar," in New York.

5. In 2009, Lyons was awarded a US\$1-million bonus for her efforts. (But best perhaps not to mention it — it's gauche, after all, to talk money at parties!)

*National Post*  
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## SCENE! HEARD! MEANWHILE, I SEE, I HEAR:

■ That **Nicki Minaj** and **Serena Williams** formed a mutual appreciation society of sorts here in Toronto over the weekend. The hip-hop tart came out to watch the star athlete conquer all at the Rogers Cup, and Williams paid the compliment right back by going to see Minaj perform that same night as the opening act for **Britney Spears** at the ACC.

And proving that three is not necessarily a crowd? That'd be rapper-man **Drake**, who made himself known at both junctions, and who was front and centre, in particular, at the world-class tennis event. Giving more credence to the rumours of their much-rumoured couple-dom, Williams smiled hard and pointed right at Drake in the stands immediately following her win. Body language-wise, it seemed like like she was saying, "You're my man."

*Shinan Govani, National Post*