

SOCIETY

J. Crew opening, Yorkdale Mall

Fashionistas and style hounds thronged the aisles at the Canadian debut of the wildly popular American clothing store

LAURA SERRA

‘They just know what we like,’ whispered one fashion media gal to another at the opening of J. Crew’s first Canadian store at Yorkdale Mall Wednesday night.

Amidst Cy Twombly books, stacks of smart sweaters and a playlist that Pitchfork would approve of, the American brand’s biggest fans oohed and aahed at their coveted, on-trend looks – like that trench coat with a removable crinoline.

Beyond the racks, however, it was CEO Mickey Drexler and creative director and president Jenna Lyons who caused the real commotion; gangs of girl groups weaselled their way to Ms. Lyons, otherwise known as fashion royalty, to snap a shot of her in a kelly-green sequin skirt. Bienvenue, J. Crew!



1. Jenna Lyons, left, and Bernadette Morra
 2. Sarah Nicole Prickett
 3. Joe Black and Tanya Spreckley
 4. Johanna Simmonds, left, and Sarah Francis
 5. Randi Bergman, left, and Amina Lula
 6. Susie Sheffman
 7. April Jackson, left, and Ainsley Kerr
 8. Michelle Levy
 9. Nelia Belkova, left, and Sharon Ng Hayes



JASON HUDSON FOR THE GLOBE AND MAIL