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SOOK-YIN LEE embarks on a carnal crusade in *Shortbus* PAGE 21

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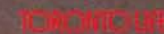
face the arts

A Live With Culture tribute honouring Toronto's cultural mavericks Julia Grieve, fashion entrepreneur and Peter Friesen, designer photographed by Chris Thomaidis

Reduce, reuse, look fabulous! Slogan or rallying cry, the catchphrase neatly distills the work and philosophy of Preloved founders Julia Grieve and Peter Friesen, who have been breathing new life into old clothes since 1995. Born on Queen Street West with sister shops now in Montreal and Vancouver, the duo's chic boutiques have saved mountains of tired sweaters, jeans and T-shirts from early landfill graves. Like modern day Rumpelstiltskins, Grieve and Friesen have found a stylish and environmentally friendly way to spin straw into gold. Reinvention never looked so good.



livewithculture.ca



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