

NOW OPEN

New shopping destinations bring two digital-first brands to life.

GOOP MRKT

The Hazelton
118 Yorkville Ave.,
Toronto
(416) 968-6144
goop.com



Goop founder
Gwyneth Paltrow.

GOOP

If wellness and clean living are today's buzziest words, Goop is one place where conscious consumers swarm to buy. In June, the popular L.A.-based lifestyle brand opened its first Canadian pop-up shop in Toronto. The 1,300-square-foot space in The Hazelton hotel was designed by **George Yabu** and **Glenn Pushelberg**, who were inspired by the here-today-gone-tomorrow nature of film sets. The approach winks at founder Gwyneth Paltrow's movie star status and the hotel's rank as a favourite for Hollywood actors staying in the city. Sheer, temporary walls and opaque drapery in Goop's signature pale pink hue create cosy corners for

FROM TOP: *Hogla egg basket* by Maison Bengal, \$150; *Mamoosh blanket* by Bolé Road, \$170; 10" *Pink Glass cake stand* by Mosser Glass, \$113.

discovering skin care by Tata Harper, colourful patterned dresses by La DoubleJ and jewelry by Foundrae. For home, vintage-look pitchers and cake stands by Mosser Glass, hand-spun cashmere pillows by Aiayu and chunky woven baskets and accessories offer quick pick-me-ups for tired rooms. The pop-up shop is only open until September 22, but it signals the company's interest in eventually opening a permanent location. Watch this space for news!

MELANIE AULD

Somersaulting from dot-com to brick-and-mortar, Melanie Auld's namesake jewelry brand has unveiled a Vancouver flagship with a sophisticated vacation vibe. "We wanted the style of a Melrose Avenue boutique with the comfort of a beachside resort," says **Kelly Deck**, who designed the space. (She's also speaking on House & Home Sunday at IDS Vancouver, September 29!) Bubblegum pink chairs by Kelly Wearstler, arched doorways and natural oak surfaces strike a balance between casual and chic. The 805-square-foot haven also marries the brand's rings, pendants and jewels with an exclusive line of new and vintage Murano glassware and ceramics from Italy. "We love creating jewelry, but we're more than that," says Melanie. "I love objects with soul and a story."

BELOW: Like the jewelry itself, the store's design is both timeless and trendy.

FROM TOP: *Finial* (foreground), \$165; *Vessel* (with handles, background), \$105; *Peridot ring*, \$275; *cuff*, \$165.

MELANIE AULD

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Jewelry designer
Melanie Auld.



Text by Kimberley Brown (Goop)/Harleen Sidhu (Melanie Auld)/Photography courtesy of Goop (Goop, store, product, Gwyneth's portrait)/by Janis Nicolay (Melanie Auld)