

MONDAY REPORT ON RETAILERS

In accordance with the License Agreement you signed when subscribing, Monday Report on Retailers has granted your company one non-exclusive, non-transferable license to Monday Report. Monday Report on Retailers is for the exclusive use of companies who have paid to subscribe. It is unlawful to redistribute or forward Monday Report to anyone outside your company without prior written permission from the Publisher (416-764-1465).

DECEMBER 11, 2006 VOL. 33, NO. 50

PUBLISHED BY ROGERS MEDIA

Inside This Issue

American Eagle Outfitters	5
Eden Collection	2
Flag Shop, The	4
Lettuce Eatery	2
Mr. Greek	3
Popeye's	3
Plum	5
Puma	4
Skechers	5
Sterling Shoes	1
Sure Slim	2
Take Note	6

Contact Us At

www.mondayreport.ca

One Mount Pleasant Rd., 7th Floor,
Toronto, ON M4Y 2Y5
Fax: 416.764.1711

For Subscription Inquiries:

Suzanne McCauley 416.764.1463
suzanne.mccauley@mondayreport.rogers.com

For Editorial:

Don Douloff 416.764.1462
don.douloff@mondayreport.rogers.com

Sterling Shoes looks for 10-15 sites, focused in Ontario; considers opportunity driven growth out west

In August and September, **Sterling Shoes** opened 13 stores, 12 in Ontario and one in Alberta, says chief operating officer Daniel Gumprich.

Most opened in the Sterling banner, although one **Freedman's** store opened, along with a handful of **Shoe Warehouse** stores, according to Gumprich.

Those Ontario openings bring to 25 the number of locations Sterling has opened in that province in the last 15 months.

And the focus will continue to be on Ontario, says Gumprich, as the province has been targeted for 10 to 15 more sites next year.

Opportunity-driven expansion will also be considered in Western Canada, he adds. Longer-term, Gumprich could look at Ottawa next year and Quebec and the Maritimes after that.

All told, 126 stores operate.

Sterling sells mid-priced women's fashion-forward casual and dress shoes. Typical store size is 800 sq. ft. to 1,200

sq. ft. in regional malls. Gumprich would also consider a site in Toronto's underground PATH system.

Shoe Warehouse carries value-priced family shoes. Locations need 3,000 sq. ft. to 4,000 sq. ft. in strip malls and regional and B enclosed malls.

Another banner, **Joneve**, has opened in Calgary and plans to open in spring in Vancouver. Those stores specialize in mid- to mid-high-priced fashion-forward women's dress and comfort shoes. Sites require 1,000 sq. ft. to 1,200 sq. ft. in regional malls.

The company's highest-end shoe banner, **Freedman's**, carries upscale men's and women's styles and is considering selective growth in Ontario and the west.

Those stores require 2,500 sq. ft. Regional malls are preferred.

Gumprich says in the 12 months leading up to Sept. 30, same-store sales rose 8 per cent.

Leasing inquiries can go to Mannie Druker at Sterling, 2580 Viscount Way, Richmond, B.C. V6V 1N1 (604) 270-6114, ext. 105; Fax: (604) 278-7751; E-mail: mannie@sterlingshoes.com.

www.sterlingshoesincomefund.com

Clair de Lune looking to grow Eden Collection in Ontario; 12 sites sought next year

Clair de Lune will follow up the Ontario launch of its **Eden Collection** banner by expanding that chain next year.

A dozen Ontario stores operate, in smaller markets, and for 2007, another dozen sites are being targeted, says Jim Murdoch, of Jim Murdoch & Associates.

Four to five of those outlets are planned for spring; the balance, in fall. Secondary markets province-wide will be the focus. In addition, the retailer will start looking at Toronto's outskirts, says Murdoch.

Stores carry promotional- to mid-priced home fragrances, scented candles, glassware, accent furniture, etc.

Typical store size is 1,100 sq. ft. to 1,400 sq. ft. in enclosed malls. Power centres will also be considered. Those sites need 3,000 sq. ft. to 3,500 sq. ft.

Inquiries can go to Jim Murdoch, 189 Hymus Blvd., Suite 506, Pointe-Claire, PQ H9R 1E9 (514) 426-7989; Fax: (514) 426-7201; E-mail: jmurdoch@jmsbroker.com.

www.clairdelunecanada.com

Lettuce Eatery signs lease for 5th store, set for spring opening; expects to have 15-20 open in next 2 years

Lettuce Eatery is in the process of signing a lease for its fifth location, expected to open in early spring, in downtown Toronto, on Yonge

Street, north of Bloor Street, says owner Matthew Corrin.

All four locations operate in Toronto. Peering into his crystal ball, Corrin says he expects to have 15 to 20 locations open within two years.

Toronto will continue to be the focus for growth, although Corrin says he'll consider markets outside the city.

Locations serve meal-sized salads, salad-based wraps and soups (in winter), along with baked goods and beverages. Sales, says Corrin, "are trending in the right direction."

Sites need 400 sq. ft. to 1,500 sq. ft. Corrin adds that he's very flexible when it comes to footprints, and could consider mixed-use buildings, enclosed malls, streetfronts, strip malls and power centres.

What Corrin considers very carefully, however, are an area's business demographics.

Inquiries can be directed to Matthew Corrin at Lettuce Eatery, 100 Wellington St. W., P.O. Box 89, Toronto, ON M5K 1G8 (416) 666-8474; E-mail: matthew@lettuceeatery.com.

www.lettuceeatery.ca

Vancouver and Greater Toronto the focus for Sure Slim; strips and streets

Sure Slim has signed a deal to open next spring in Trafalgar Square, in Burlington, Ont., says Preferred Lease Advisors' Gord Petrie.

Beyond that launch, Sure Slim is interested in additional openings in the Greater Toronto markets, says Petrie.

Also of interest is Vancouver, says Petrie. But in that market, Sure Slim is only interested in streetfronts in the commercial area surrounding West Broadway.

Locations offer ongoing consultations on weight loss utilizing the body's own metabolism.

Canada-wide, 100 locations operate.

Sites need 1,000 sq. ft. in streetfronts. In Ontario, strip malls will be considered in addition to streets, but Petrie emphasizes that he's not interested in enclosed malls.

He adds that Sure Slim will pay market rents to get the sites it wants.

Leasing inquiries can be directed to Matt Dunn and Gordon Petrie of Preferred Lease Advisors, 2227 St. John's Street, Suite 205, Port Moody, BC V3H 2A6; (604) 351-0234 (Petrie) and (604) 880-2400 (Dunn); Fax: (604) 888-5857; E-mail: gwpetrie@shaw.ca.

www.sureslim.ca

Popeye's to open in spring in Montreal, consider other Montreal-area markets

Popeye's is a retailer selling health supplements, sports-nutrition products and related items, and operates three stores, two in Quebec City and one in Laval, Que.

And more are planned in the Montreal area, says Silvana Arrigo, of Larry Shapiro Realities. To that end, a deal has been signed for a Montreal location, expected to open in spring, she says.

Other markets of interest include Montreal's West Island and the South Shore, along with Taschereau, Que., according to Arrigo.

Stores need 1,500 sq. ft. to 2,000 sq. ft. in strip malls and high-traffic streetfronts.

Inquiries can go to Silvana Arrigo at Larry Shapiro Realities, Cell: (514) 923-2267; Office: (514) 336-1901; E-mail: sarrigo@sympatico.ca.

Mr. Greek signs 6 deals, to open next year in GTA; targets S.W. Ontario in 2007

This year, **Mr. Greek** opened a handful of stores, but next year promises to be even more productive, since the restaurant chain has signed deals for six Greater Toronto locations, which it will open by fall, 2007, says HWC Realty's Barrie Barootes.

Locations serve a traditional Greek menu of souvlaki, moussaka, phyllo pies, salads, dips and desserts.

For 2007, Mr. Greek is interested in Ajax and Pickering, Ont., east of Toronto. West of Toronto, Mississauga's city centre is of interest.

And Southern Ontario markets beyond Greater Toronto are also on Mr. Greek's radar for next year.

On that list are Guelph, Kitchener-Waterloo, London and Hamilton, Ont.

Serving a smaller menu and offering beer-and-wine only, and providing counter service, Express units need 2,000 sq. ft. to 2,500 sq. ft. Full-service Mediterranean Grill restaurants need 4,500 sq. ft.

In both cases, freestanding buildings are preferred, but end-caps will be considered. Patios are mandatory.

Inquiries can go to Barrie Barootes, 100 Richmond St. W., Suite 343, Toronto, ON M5H 3K6 (416) 947-4886; Fax: (416) 361-0532; E-mail: bbarootes@hwcgroup.com.

Flag Shop focuses on Ontario, Quebec, Nfld.; would consider boutiques in small markets

Ontario, Quebec and Newfoundland are on the radar for **The Flag Shop**, says president Doreen Braverman.

Thirteen locations operate, selling flags and related items, including custom-made promotional products.

In addition to full-sized stores, Braverman would also consider additional shop-in-shop boutiques.

"We'd be interested in smaller markets such as Whitehorse, in the Yukon, and Yellowknife, NWT, as well as P.E.I.," she says.

Typically, she'd be looking at markets of at least 100,000 people for those sites.

Currently, one in-store boutique operates, in Chilliwack, B.C.

Full-service, stand-alone stores need 1,000 sq. ft. in strip malls and high-traffic streetfronts with close parking. Tourist areas are preferred.

Shop-in-shops can operate in just about any type of business (the Chilliwack boutique operates in a muffler shop), but proper signage and good visibility are key.

Leasing inquiries can be directed to Doreen Braverman at 1755 West 4 Ave., Vancouver, BC V6J 1M2 (604) 263-6051; Fax: (778) 371-7918; E-mail: doreen@flagshop.com.

Puma opens Montreal; Vancouver imminent; Toronto next year

Just over six weeks ago, **Puma** opened on Montreal's St. Catherine Street, and on Dec. 16, will open at Robson and Granville, in Vancouver.

In May, 2007, the sports-apparel retailer will open on Toronto's Bloor West, says senior vice-president and general merchandise manager Ritch Benford.

In addition, the chain plans to open an outlet store by March 1, in Bromont, Que.

On its wish list for 2007 is another outlet store, in Central Ontario, says Benford.

As for full-sized stores, Benford is eyeing Alberta, specifically, Calgary.

Sites carry Puma's mid- to high-priced sport and lifestyle footwear, apparel and accessories. Recently, stores have added more 'heritage' sports products and have diversified their lifestyle fashions.

Three Canadian stores operate. Outlet stores, which carry end-of-seasons and end-of-lines, require 3,000 sq. ft. in factory-outlet centres and power centres.

Traditional stores need about 4,000 sq. ft. in streetfronts, ideally in trendy, fashion-oriented urban areas.

"If we can't find streetfronts that have cachet, we will consider high-profile regional malls," says Benford.

Leasing inquiries can be directed to Ritch Benford at 2315 Cohen, St-Laurent, PQ H4R 2N7 (514) 738-9474, ext. 2132; Fax: (514) 738-9527; E-mail: rbenford@puma.ca.

www.puma.ca

Selective, national store growth and repositionings on agenda for American Eagle

Casual fashion chain **American Eagle Outfitters** is eyeing national expansion, says MPA Inc.'s Mike Parker.

But new-store growth will be conducted on a selective basis, he adds.

In late September, a store opened in West Edmonton Mall.

In addition to targeting new sites, American Eagle plans to reposition and expand existing stores operating in regional malls.

Seventy-seven Canadian stores operate, selling casual clothing and accessories for men and women.

Typical size for new locations and repositioned stores is 7,500 sq. ft. to 8,500 sq. ft.

Major regional fashion malls are preferred, says Parker.

Leasing inquiries can be directed to Mike Parker at MPA Inc., 322 King St. W., Suite 204, Toronto, ON M5V 1J2 (416) 591-3790; Fax: (416) 591-2286; E-mail: sites@e-mpa.com.

www.ae.com

Skechers prefers major cities for 2-3 Canadian stores per year in enclosed malls

Footwear retailer **Skechers** is eyeing slow, steady expansion in Canada, with two to three stores per year being sought, says Northwest Atlantic's Dianne Lemm.

Preference will be given to major markets such

as Vancouver, Edmonton, Calgary, Toronto, Ottawa and Montreal, says Lemm.

She adds that the two-to-three-store-per-year pace will continue for the next couple of years.

Earlier this summer, Skechers opened an 1,800-sq.-ft. store in West Edmonton Mall, to "tremendous success," says Lemm.

Locations sell mid-priced footwear for men, women and children. Preference will be given to high-volume, high-profile enclosed shopping malls. Sites, typically, require 1,800 sq. ft. to 2,500 sq. ft, with a minimum of 20 ft. of frontage.

Leasing inquiries can be directed to Dianne Lemm at Northwest Atlantic (Canada) Inc., 15 Lesmill Rd., Toronto, ON M3B 2T3 (416) 391-3900; Fax: (416) 391-6957; E-mail: dlemm@nwaretail.com.

www.skechers.com

Plum eyes Calgary and Vancouver Island for 2007

In September, **Plum** opened its biggest store, a 4,100-sq.-ft. location in Calgary's West Hills centre, says vice-president Ed Des Roches.

Looking ahead to next year, Des Roches says another Calgary store is on the agenda, along with a store on Vancouver Island. Victoria would be of interest, he adds.

Approximately 10 stores operate in Calgary, Vancouver, Kelowna and Victoria, B.C.

Locations carry mid-priced women's suits and career, sports and lifestyle wear, along with jewelry and accessories, catering to a 30-to-45 demographic. About 80 per cent of the store's merchandise is made by Plum.

Locations need 2,500 sq. ft. to 3,500 sq. ft. Busy downtown streetfronts are preferred, but

Monday Report on Retailers is published weekly by Rogers Media, One Mount Pleasant Rd., 7th Floor, Toronto, ON M4Y 2Y5.

Fax: (416) 764-1711.

website address: www.mondayreport.ca

Annual subscription rate is \$440 (+GST). Special multiple copy rates available. Monday Report also publishes Shopping Centre News monthly. Contents copyright © 2006 by Rogers Media. Information is for the exclusive use of subscribers and contents may not be reproduced or redistributed in any form without specific permission from the publishers.

Monday Report receives unsolicited features and materials (including letters to the editor) from time to time. Monday Report, its affiliates and assignees may use, reproduce, publish, re-publish, distribute, store and archive such submissions in whole or in part in any form or medium whatsoever, without compensation of any sort.

Managing Editor:

DON DOULOFF

(416) 764-1462

don.douloff@mondayreport.rogers.com

Research Co-ordinator:

MYLENE BITONG

(416) 764-1464

mylene.bitong@mondayreport.rogers.com

Circulation Manager:

SUZANNE MCCAULEY

(416) 764-1463

suzanne.mccauley@mondayreport.rogers.com

Directory Manager:

MARY MARINO

(416) 764-1469

mary.marino@mondayreport.rogers.com

Group Publisher:

GLORIA GALLAGHER

(416) 764-1465

gloria.gallagher@rci.rogers.com

Rogers Media Inc.

President and Chief Executive Officer:

ANTHONY P. VINER

Publishing

President and Chief Executive Officer:

BRIAN SEGAL

Senior Vice President:

MARC BLONDEAU

Senior Vice President,
Business and Professional Publishing:

JOHN MILNE

Senior Vice President, Circulation:

MICHAEL J. FOX

Vice President:

IMMEE CHEE WAH

Vice President, Finance:

PATRICK RENARD

strips and enclosed malls could also be considered.

Leasing inquiries can be directed to Plum, 1363 McLean Dr., Vancouver, BC V5L 3N7 (604) 254-5034; Fax: (604) 216-0642; E-mail: info@plum.ca.

www.plum.ca

Take Note

La Senza Express is expanding on a national basis, says MPA Inc.'s Mike Parker. Stores carry women's underthings, focusing on bras and panties.

Stores need 1,800 sq. ft. to 2,400 sq. ft. in enclosed fashion malls where **La Senza** already operates.

As for the La Senza banner, plans call for the expansion of flagship stores, says Parker. Typically, stores need 5,000 sq. ft. to 6,000 sq. ft. in fashion enclosed malls.

Leasing inquiries can be directed to Mike Parker at MPA Inc., 322 King St. W., Suite 204, Toronto, ON M5V 1J2 (416) 591-3790; Fax: (416) 591-2286; E-mail: sites@e-mpa.com.

On Dec. 5, **Boston Pizza** opened a restaurant and sports bar in North York, Ont., on Toronto's Yonge Street, part of the company's plans to target 40 to 45 new sites per year in Ontario, Quebec and Atlantic Canada.

Over 250 restaurants operate in Canada, serving pizza, pasta, ribs, sandwiches, salads, entrées and desserts.

Typical restaurant size is 6,000 sq. ft. Preference is given to freestanding sites, in all types of locations, as well as downtown streetfronts and large regional malls with exterior entrance and exposure.

Quebec inquiries can go to Julie McLean, 3030 boulevard Le Carrefour, Suite 802, Laval, PQ H7T 2P5 (450) 687-4053 ext. 224; Fax (450) 687-9711; E-mail: mcleanJ@bostonpizza.com

Ontario and Atlantic Canada: Chris Doulos, Director of Real Estate Development, Eastern Canada, 1 City Centre Dr., Suite 708, Mississauga, ON L5B 1M2 (905) 361-3608; Fax: (905) 848-1440; E-mail: doulosc@bostonpizza.com

Western Canada inquiries: Cal Briscoe, Director of Franchising and Real Estate, Western Canada, 5600 Parkwood Way, Suite 680, Richmond, BC V6V 2M4 (604) 303-2162; Fax: (604) 270-4553; E-mail: briscoc@bostonpizza.com.

www.bostonpizza.com