



Shop Talk

by Kelsey Klassen

Max Mara expands

The Max Mara store at Pacific Centre will be doubling in size. The current 975 sq.ft. store will do so by taking over about 1,000 sq.ft of the adjacent La Swiss watch store. Max Mara, a luxury, ready-to-wear Italian fashion house known for its womenswear (particularly its hand-made cashmere and angora coats), currently has two other locations in Vancouver plus two Weekend by Max Maras, giving Vancouver the largest concentration of Max Maras throughout North America.

Students get MEC

On March 28, Mountain Equipment Co-op (MEC) opened a 850 sq.ft. outpost within the expanded and newly renovated UBC Bookstore. The shop-within-a-shop will feature more than 100 popular MEC-brand products, such as lifestyle apparel, as well as clothing for cycling, running, hiking and yoga. "With the Outpost, MEC has come full circle," said Gary Faryon, chief retail operations officer, in a press release. "A handful of UBC students started the co-op in 1971, and forty-three years later we are excited to be back with a new MEC store format that will serve students and the wider university community right on campus." MEC is a co-operative and it only sells to its members. Existing members will be able to shop at the UBC Outpost, and new members will be able to join the co-op on site.

All the blooms' a stage

By Raman Kang

As the trees take on new life, the Vancouver Cherry Blossom Festival bursts onto the scene with Spring. It is a time for us to remember, that, like the trees, we too are constantly growing. And as we grow, we must continue to embrace one another and nurture nature. During the festival, you can enter the haiku contest, pick up your paint brush and join the other artists at the plein air blossom painting gatherings at VanDusen Botanical Garden (April 5, 12, 19 and 26), "bike the

blossoms" on a guided ride (April 27) as part of Velopalooza, or attend the Sakura Days Japan Fair — a two-day family-friendly festival (VanDusen Botanical Garden, April 5 and 6) where you can practise arranging flowers, taste sake, watch geishas dance and learn how to put on a kimono.

Many more events and performances take place during the festival, including dances, photography, music, food and art.

If you want to arrange your own celebration, go to the "neighbourhood maps" section of VCBF.ca; it will show you where the trees are in full bloom. ☐

The Vancouver Cherry Blossom Festival takes place April 3-28.



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Saturday, April 5th