

BCBG MAXAZRIA

Dress king Max Azria visits his Montreal retail palace

BY EVA FRIEDE, THE GAZETTE SEPTEMBER 29, 2009



Max Azria kisses the model Stéphanie at the opening of his expanded BCBGMaxAzria store on Ste. Catherine St. W.

Photograph by: MARIE-FRANCE COALLIER, THE GAZETTE, The Gazette

The king of dresses came to town last week to celebrate his 20 years in business and the expansion and redesign of what is now the largest store in the BCBG retail empire. There were models, celebrities, a wallpapered nook for photos, flashing lightbulbs, and a cheery Max Azria smooching models and hamming it up for the cameras and guests. The flagship store, one of eight shops in Quebec, is now 17,500 square feet, all white, light, chandeliers and with a ceiling adorned with spectacular white mobiles. Collections include BCBG runway - at prices that have dropped from boom times, BCBGMaxAzria and the new, younger and more affordable BCBGeneration. "I feel a special connection with this country," Azria said earlier in the day, smoking furiously. "I'm like a Canadian guy - between my French and English influence."

BCBGMaxAzria is at 960 Ste. Catherine St. W.