**G5** 

## SHOPPING MALL SMACKDOWN

The recent LRT extension expanded our potential territory for retail therapy. What's your pick?



MARTA GOLD and JENNIFER FONG Journal Features Writers EDMONTON

a smackdown of epic proportions, made possible far north as Clareview, can travel seamlessly in by the presence of the new south LRT line.

WWE; we're talking shopping. Shoppers all over central, south and northeast

with regular LRT service. The new hookup means devoted shoppers,

Independent gift shop The

Artworks has you covered for

just about every holiday, birth-

day, anniversary, and apology

with cute cards, fine jewelry,

Pushing, shoving, a few clothesline moves—it's especially those without wheels, and from as either direction, to shop at City Centre down-Hold up, Rey Mysterio fans. We're not talking town, or at the recently renovated and expanded Southgate Centre at the south end of the line.

Purdy's holds down the fort in the mall

proper, but if you're looking to really blow

In the interest of sociological research, two Edmonton are thanking transit officials for their committed LifeStyle writers took to transit, one thoughtful linking of two of the city's key shop-travelling south, the other north, to compare, ping districts — downtown and Southgate contrast and comment on the two shopping experiences.

Here's what they found:





to children or teenag

ers. Ardene, Claire's,

but the fact that the

Gap Kids here shut

and Urban Planet are

likeliest to target teens.

down a few years back

shouldn't be surprising.

It is downtown after al

and the kid crowd is

typically restricted to

students from nearby

Centre High and Victo-

ria School who come

by on lunch breaks or

If you want to feel high-powered, this is the place to be. City Centre is throbbing with fast-walking suits during the lunch rush Mondays to Fridays and strollers are rarely seen.



Surprisingly, there are impossible. If you no stores at City Centre come during the that cater specifically

fix without the City Centre's hours are limited, which Common. The makes shopping popular burge after work next to to fight lunch-hou business types. Your best bet is to come on the weekend, when the mall is practically

chain is opening its second Edthis summer at City Centre, Mai keting manage Greg Burns also adds that shoe store Feet First will be expanding into a bigge location under a new name Locale.

Michael Kors

Aeropostale,

Studio Nails,

Flight Centre,

David's Tea

**Burger-lovers** will soon be

their Fatburge

able to get



centre underwent a major

MONDAY TO WEDNESDAY

10 a.m. to 6 p.m.

10 a.m. to 8 p.m.

10 a.m. to 6 p.m.

Noon to 5 p.m

Suburban shopping has

its benefits, and one of

MONDAY TO FRIDAY

10 a.m. to 9 p.m.

9:30 a.m. to 6 p.m.,

SUNDAY, HOLIDAYS

11 a.m. to 5 p.m.

SATURDAY

them is extended hours.

**SATURDAY** 

SUNDAY

15 minutes from downtown

30 minutes from Clareview

11100 51st Ave.

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THURSDAY, FRIDAY

redevelopment in 2002.

When it opened in 1970, it was the largest

mall in Edmonton at the

time, with 65 stores. Expanded in 1982, 1999

and again in 2009.

101st Street

and 102nd

Avenue

1974, and expanded to include City Centre West in 1999. The

JOHN LUCAS, THE JOURNAL Three, plus an underground concourse. The top floor has doctors' offices and academies in the east wing; Empire Theatres

956,000 sa. ft. of retail space

785,000 sa. ft. of

A large, main level plus

a smaller, upper level

housing Blu's, Eveline

Charles Spa, Flower

Affairs and offices. A

small basement level

is home to Dollarama.

Coming here is like getting three malls in one, and where we're from, that's called a deal. Manulife and Commerce may sound terribly corporate but they are home to some of the most popular stores in town, including Holt Renfrew, Alligator Pie and Blu's. Together, they widely expand the Commerce block. scope of shopping and dining experiences in the area. While we'll focus on City Centre, we'll mention Manulife and Commerce highlights where

There's a little bit of everything here,

from the Dollarama in the basement to

Blu's on the top floor. There are plenty of

mall standards, plus a few more interest-

ing spots you won't find anywhere else

but West Edmonton Mall, such as Zara,

Coach and a new Apple store. There are

also a good number of stores exclusive

to Southgate, but more on those later.

and some of the most avantgarde flower arrangements in the city. Manulife has upscale women's clothing store Escada, The best part about City Centre Mall is that it's conand Swish for vintage goods; nected by pedway to Manulife Commerce has independent Place and Commerce Place. suit-maker Sam Abouhassan

The Bay, Winners and Atmosphere/Sport **Chek anchor City** anchors the Manulife/ Sorrentino to Pinkberry-style frozen yogurt from Kiwi Kiss. There are also plenty of casual restaurants in and around the mall, including Lazia in City Centre West, Zenari's in Manulife Place and Holt's Cafe at Holt Renfrew. For a drink, head to Elephant & Castle by the movie theatres in City Centre West or to Lux Steakhouse and

Not one food court, but two.

totalling some two dozen out-

lets offering fast food ranging

from upscale paninis at Caffe



proof of purchase from mall retailers (donations to charparking; free stroller and wheelchair

Free gift bagging with

level food courts. Bathrooms in the **City Centre West** food court are Four public elevators in

brand new and designed to be hands-free for all you germophobes — no doors and automated soap. tap, and flush,

Four bathrooms

one in each food

court, and two on

the second level.

in the concourse

Family washrooms

sip a cup of joe (Tim Hortons is just steps away) and watch the world go by.

Leather armchairs

placed strategically

near fireplaces make

room-like rest areas

throughout the mall

boyfriends. The best

be in the glassed-in

pit stop, though, might

pedway that links City

**Centre East and West** 

Tables positioned along

windows that look over

are the perfect spot to

102nd Street below

on the second level.

for tired dads and

for comfy living-

Two sets, both in the new expansion — one at the food court, the other by Zara. The women's washrooms not only have a padded chair and ottoman spots, plus the coolest parking for tired and/or nursing moms, but a tiny, gated technology ever — lighted signs playroom, too! All the stalls are super-roomy and that tell you how many spaces the whole operation is hands free, so you never on each level are still available. have to touch a single, germy thing, except your Down side? The frustration in own tiny, gated playroom users. There's a separate knowing there are five (or 12, or family washroom, too, with teeny toilets and sinks. 20) spots left, but you can't find any of them.



A lone Purdy's

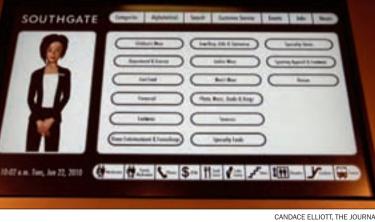
serviceable.

but not very

exotic.

CANDACE ELLIOTT, THE JOURNAL

"concierge" desk in the food court, an offshoot of the larger, customer service desk elsewhere in the mall. Also check out Southgate's fabulous Style Coach like a rent-a-BFF who will shop with you for two hours and tell you the truth, all for a \$20 donation to Suit Yourself charity, which outfits low-income women who are entering the workforce. We also like the electronic directory at each mall entrance and its cyber-lady guide whose footsteps will walk you on the map to any store you choose.



Weekends bring the usual assortment of south side suburbanites, now with some Nice couches, attractive benches assorted downtowners and plenty of them (in 11 sepaand (gasp!) north-siders rate areas) for tired shoppers and dragged-along grandpas, dads, hubbies and boyfriends. A few too

During the weekdays

moms with tots, plus

a healthy smattering

of Harry Ainlay high

food court at lunch.

school students in the

lots of retirees and



from baby-sized to large preschoolers. Lots of shopping for them — Gap Kids, Please Mum and Gymboree. The mall even offers a kids club with free, planned events like crafts, storytelling and games. Or you can push them around in one of the cute, carlike Kiddie Karz the mall offers for free.

Heavy on the afore-

mentioned tots dur-

ing the week, ranging

or the last hour before they close at 9 p.m. are the best times to shop if you're looking to skip the crowds. **Busiest times are** Friday evenings and Saturdays.

Just after stores

onen at 10 a m







Kiehl's, Geox, Bench Ecco Shoes, Pravda

shoes, Devonshire

Cream, and the truly

find an eclectic mix

of cool toys, games,

telescopes.

gadgets and awesome

One food court, but it's a winner -

heavy on the ethnic, light on the burgers

and fries. It's got Indian, Thai, Korean

and our personal fast-food fave for lip-

here though, and sadly, no place for a

to get back to basics for lunch, there's

smaki souvlaki. Opa. No sit-down restos

drink, unless you count Orange Julius, or

the Starbucks in Coles. If you really want

unique, always fun Sci-

ence Shop, where you'll

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