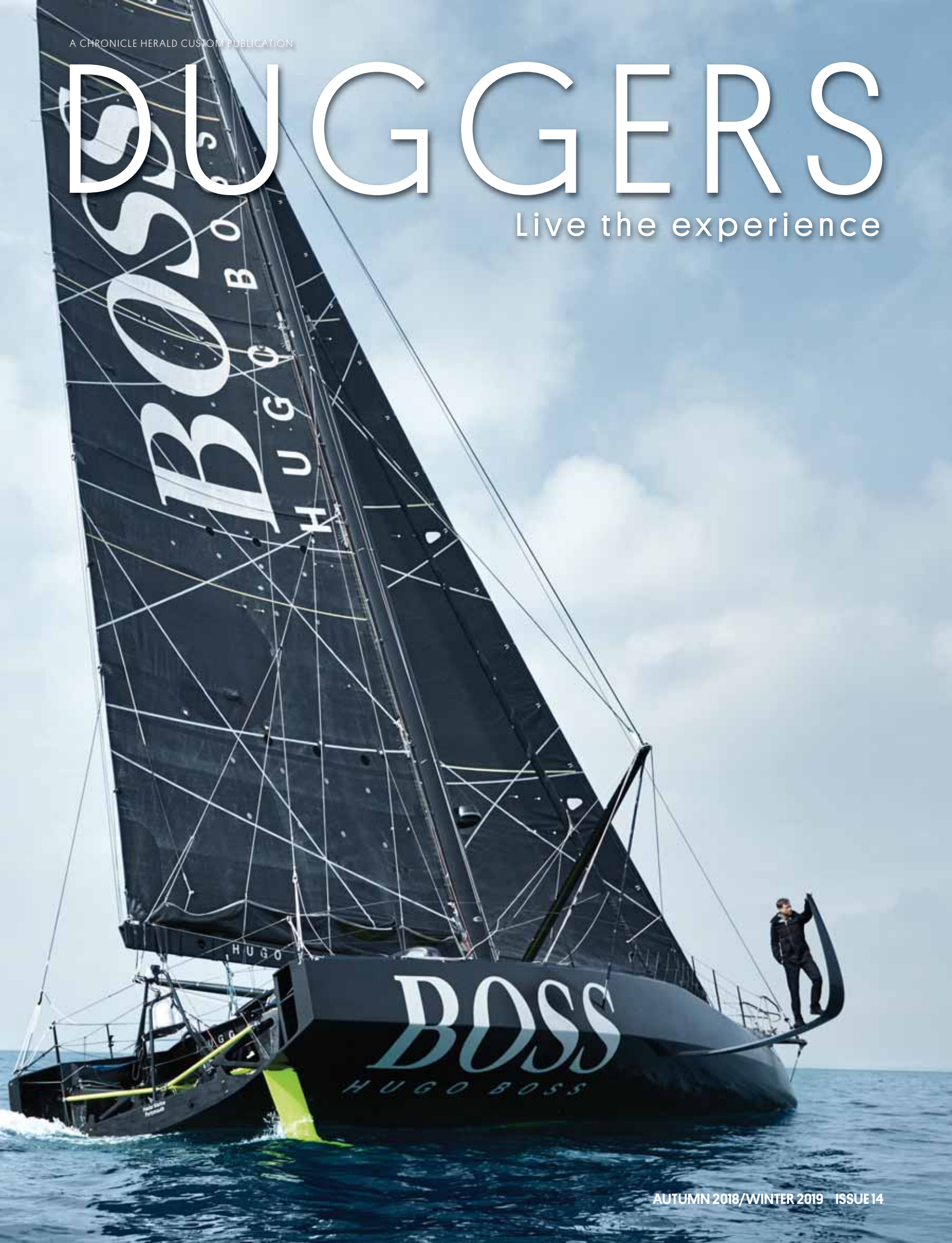


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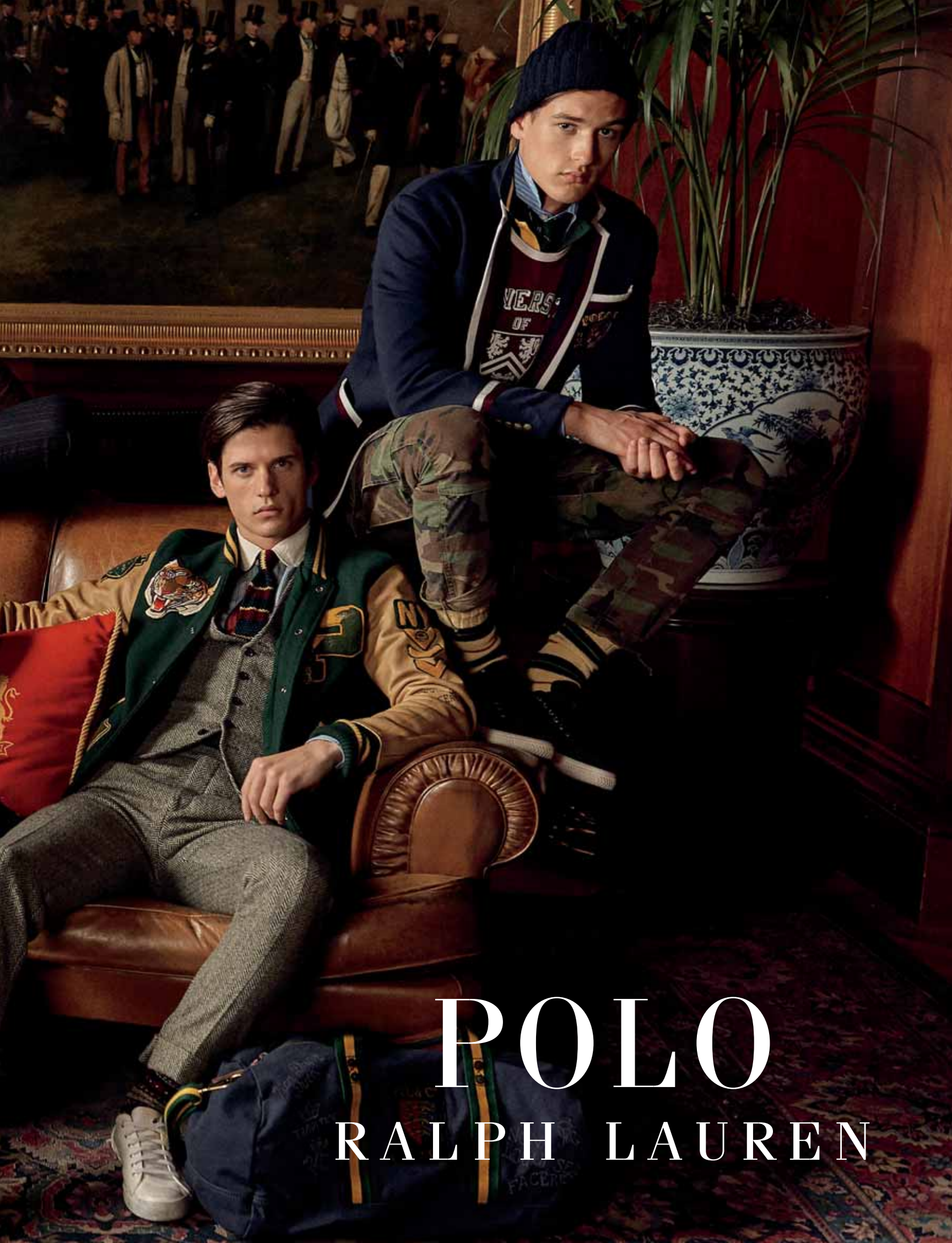
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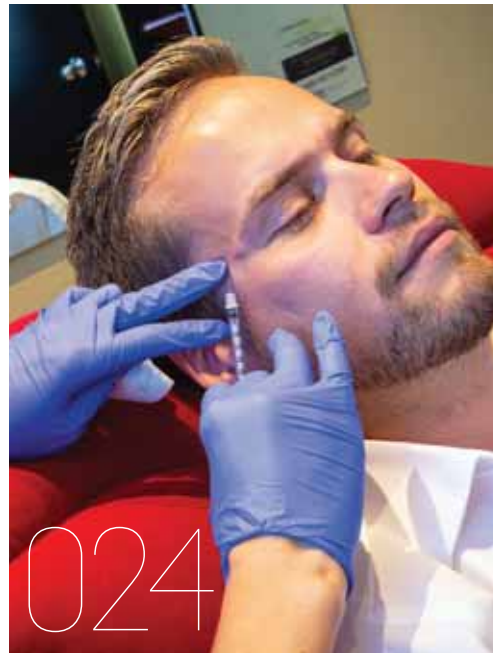
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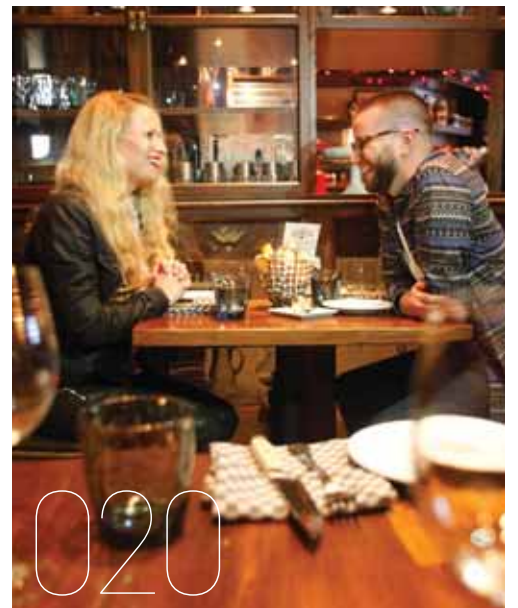
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# DUGGERS

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# ROSS'S NOTEBOOK

Hard to believe, but this is our 14th edition of *Duggers* magazine.

What started as a way to partner with our suppliers and advertise to our clients has turned into what we believe is a positive, informative reflection of not only Duggers, but our great city of Halifax, the entire Atlantic Canada region, its people, its businesses and, of course, our valued customers and product!

In this age where internet, social media and online shopping are important factors in how we do business, we are consistently asked, "How can we survive?" It's simple. Every day, our focus is bringing our customers the best product, at competitive prices, done with unprecedented service. It sounds like an old cliché, but this business is built on customer first with every decision.

Myself, along with a couple of staff members (Jeff and Karl), have recently finished our Spring '19 buy and the product is amazing. Presently, the store is full of fall/winter merchandise that is ready and waiting for you. We have travelled to Europe, New York, Toronto and Montreal to purchase what we feel would enable us to compete with any city in North America.

The launch of this edition of *Duggers* magazine only increases our excitement for everything there is to come. We hope you take the time to read it cover to cover. This is another great collaboration with our vendors, local advertisers, customers and friends at *The Chronicle Herald*.

Our customer features — Cam Russell, Dwight Rudderham, Mickey MacDonald, to name a few — are always an interesting part of the magazine. Our Hotshots spread with Duggers staffers Erin and Chad was especially fun to do and features some of our great restaurants downtown. Take a peek — there's much more inside to enjoy.

The fact you are receiving this magazine is proof you're a valued customer. This is our chance to say thank you!

Enjoy the read, hope you and yours are healthy and have a great year ahead and, of course, continue to shop at Duggers!



Ross McNeil  
Owner, Duggers





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# EVENTS >>

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## COPPLEY MADE-TO-MEASURE TRUNK SALE

September 29, 2018

Join Mike Moroz from Copley and the sartorial specialists at Duggers on Saturday, September 29 for a custom suit fitting and save 20% on a custom suit, sport coat or trousers. Perfect fit, perfect style — because everyone has a reason to be their best.

## ANNUAL SHOPPING UNDER THE STARS

November 23, 2018

Come take part in this annual Spring Garden Road shopping event with us and we'll even pick up the tax! Get an early start on the holiday season!



Photo: Darrell Oake

*The Dugger and Marion McNeil Award is given to students who combine academic achievement, extra-curricular activity and support to fellow students. This year's award was presented on June 29 at Fairview Junior High School by Andrew Bray, centre, to Alyssa Perry and Paul Arab-Smith.*

## SERVICES

### On-site tailor

Your purchase will be custom tailored to suit you. In a bind for time? We'll make it happen when you need it.

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Need a new wardrobe and don't know where to start? Don't know how to coordinate what you have in your closet? One of our knowledgeable sales associates can help, starting in your own closet. We will arrange for an associate to come to your home, take inventory of your current wardrobe and suggest ways to work with what you have, as well as suggest items you may want to consider to prepare for the upcoming seasons. And our tailor can readjust older items so that they can be worn and enjoyed anew.

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It can be difficult to enjoy your shopping experience when you have children to occupy. Duggers will entertain them for you in our fantastic kids' room. With beanbag chairs, colouring books, cartoons and colourful surroundings, your kids will want you to keep on shopping. We've even got the snack covered with free popcorn and a drink.

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**ETON**

# PROFILE

# Synonymous with

Alex Thomson races the world in partnership with HUGO BOSS



Photo courtesy of HUGO BOSS

Instead of sipping a martini on his yacht while sharply dressed in a BOSS suit, yachtsman Alex Thomson did the unthinkable. No wonder almost 3.5 million people have watched the stunt on YouTube. In the video, the adventure enthusiast proceeds to scale the 30-metre mast of the moving vessel and dives, fully dressed, into the ocean. And that wasn't his first or last stunt, though he wouldn't necessarily call himself an adrenaline junkie.

Owned by Alex Thomson Racing, though HUGO BOSS is instrumental in the design, look and feel, the boat is an IMOCA 60 race boat, one of the world's fastest modern racing monohulls. It is significantly faster than previous generation boats, thanks to the foil assistance provided by the dagger-boards, something never before seen on a HUGO BOSS yacht. The yacht is designed to be as light as possible and yet strong enough to withstand extreme weather

# sailing



*Photo Credit: George Pimentel*

— both key factors in offshore racing.

The honeycomb patterned deck of the boat reflects Nomex, which is the material used to build the core structure of the boat, while clean carbon surfaces optimize strength and weight. The look is slick and stylish. It's also the first entirely black sailing yacht in the world, something which was made possible by functional pigments with heat-reflecting

properties within the paint. All of this mirrors the values HUGO BOSS shares with the sport of sailing — perfection, success and elegance.

“We always look forward to arriving in new markets and meeting new fans and followers,” Thomson says of his recent stop in Halifax. “We welcome passers-by to come and say hello, meet the team and see HUGO BOSS. For fans in the markets that we visit, seeing the boat for

themselves is a unique experience. Those who sail with us, meanwhile, can experience the true thrill of offshore sailing — something which is difficult to put into words!”

The team made a stopover in Halifax earlier this year as part of a Canadian tour and *Duggers* magazine had the opportunity to talk shop with Thomson.

**Why yacht racing?**

When I was young, I wanted to be a helicopter pilot, but when I went to get my eyes tested, they told me my eyesight was so bad that I couldn't even join the Navy. The only other thing I could do well was to sail, something that I had started from a young age. My dad was a search and rescue pilot in the U.K., so we lived close to the water and I always loved to be out on the boat.

I started to focus on sailing and became a deckhand at Clipper Ventures. I worked really hard to become a skipper in the 1998-99 Clipper Round the World Race and it was after I had won that race that I decided to go pro.

Since then, I've never been far from the sea and I've been fortunate enough to turn my passion into my career. For me, sailing presents the ultimate challenge. It requires me to push myself to the limit, both physically and mentally.

**What does a day in the life look like for you?**

An average day on board HUGO BOSS when I'm racing solo will involve driving the boat, changing the sails, trimming the sails, checking the weather reports, running the routing, keeping an eye on my competitors ... and trying to make sure I leave time to sleep and eat!

When I'm not racing, an average day can include travelling internationally to meet partners and sponsors, delivering talks and presentations, speaking to media, meeting community groups and charity partners and catching up with my team. A big part of my time on shore currently is dedicated to the design and build of the new HUGO BOSS boat, which will launch in June 2019. This is the boat I will race in the 2020-21 Vendée Globe. This involves working closely with our technical team at Alex Thomson Racing, as well as our naval architects, VPLP, and our boat builders Carrington Boats Ltd.

**Would you call yourself an adrenaline junkie?**

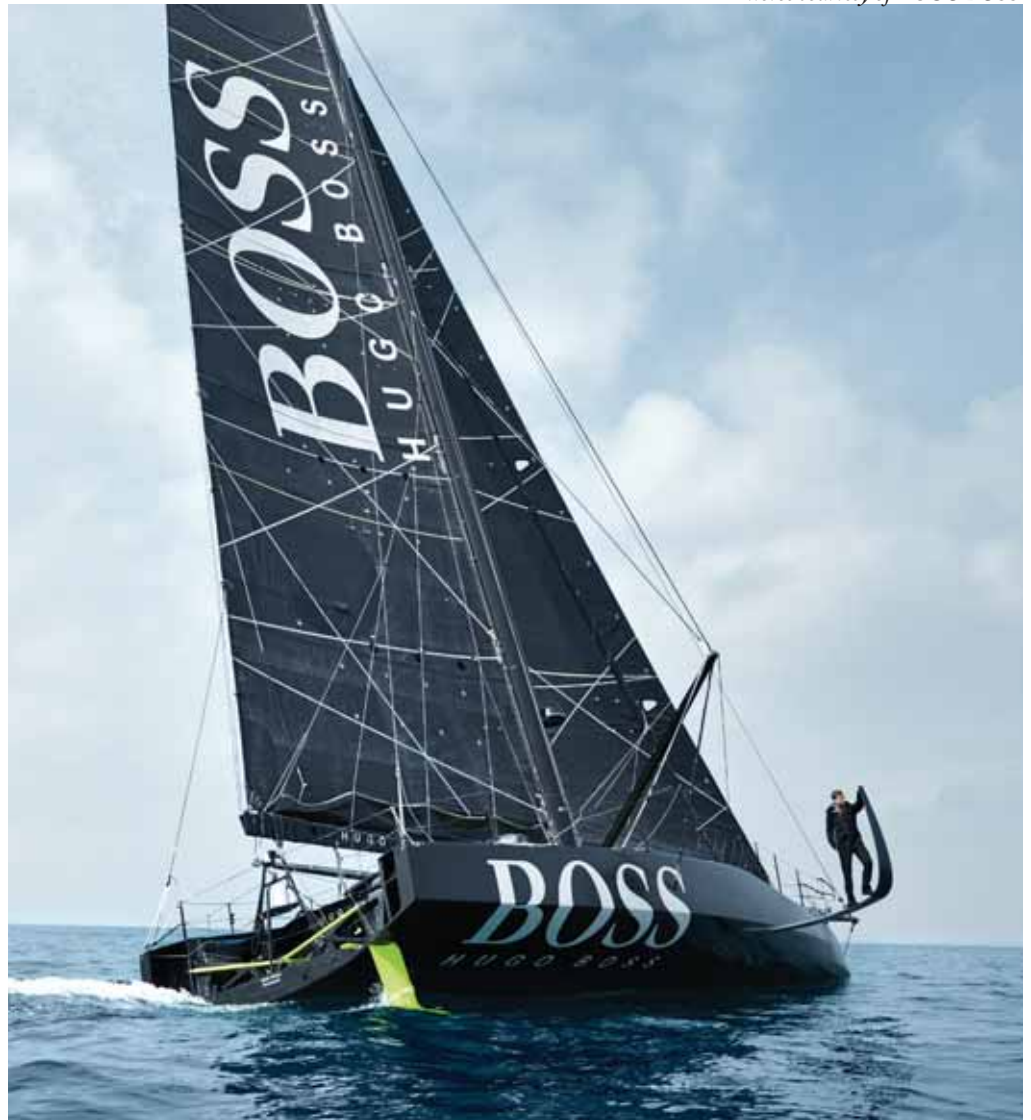
I wouldn't say I'm an adrenaline junkie, but I am a very competitive person. I love racing, I love competition and I love speed.

**What gives you your biggest thrill?**

Winning. I am a hugely competitive person and I can't stand losing, whether that's on the water or on the squash court! I'm very fortunate to be in a position to do what I love for a living and there is no better feeling than succeeding and bringing home a victory.



*Photos courtesy of HUGO BOSS*



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# BOSS

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**Tell us about your iconic mastwalk. It was certainly a well-dressed stunt. What was that experience like? Who comes up with the ideas for the stunts?**

The mastwalk was the second in a trilogy of stunts that we released in 2014 in partnership with our long-standing sponsor, HUGO BOSS. The keelwalk came before that in 2012 and The Skywalk followed in 2016. All three stunts have been a lot of fun to film and have now been watched by millions all over the world.

The mastwalk was particularly successful because people couldn't quite comprehend why I would want to run up the mast of the boat and dive off the top into the water ... especially since I'm not too fond of heights!

For us, the stunts offer something very different from racing. We are fortunate enough that every time we present a new concept to HUGO BOSS, they are just as excited to make it happen as we are!

**Why HUGO BOSS?**

The HUGO BOSS brand is synonymous with style and sophistication. But, over time, the brand has also become synonymous with sport and I think we have played a big part in that. Our partnership began 15 years ago, making it the longest standing in the world of sailing, and that's something that we are all very proud of.

We strive to be the most competitive, inspirational and forward thinking offshore racing team in the world, and I firmly believe that BOSS plays an instrumental role in that. BOSS is a very aspirational brand. So too is our team, and our sport. We seek to inspire others and to carry that notion of aspiration through to every arm of our business. But more than anything else, this is a partnership which continues to evolve. Together, we are always looking to reach new heights, explore new territories and be leaders in our field.

**What is your next goal?**

My goal is to win the 2020-21 Vendée Globe. Having finished the last two editions of the race in third and second place, our objective is to become the first non-French team ever to win the race. I believe that, with the team that we have put together and the boat that we are set to launch, that is fully achievable. ■



Video

To watch the mastwalk, check out:  
[www.youtube.com/watch?v=y4loB\\_UGxw8](https://www.youtube.com/watch?v=y4loB_UGxw8)

Photo Credit: George Pimentel



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PROFILE

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# The road to the



General manager Cam Russell talks the Herd's prospects and the evolution of the team's place in the Q

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By Jon Tattrie | Photos by David Grandy

---

# Memorial Cup

*“It’s going to be an exciting brand of hockey to watch every night and we take pride in that.”*

— Cam Russell,  
General manager, Halifax Mooseheads

**About 100 hockey games stand between the Halifax Mooseheads and their dream** of celebrating the team’s 25th anniversary by winning a Memorial Cup on home ice.

It’s been five years since the Quebec Major Junior Hockey League franchise won the Canadian Hockey League championship. The Herd reached the second round of the QMJHL playoffs in the 2017-18 season before the Charlottetown Islanders took them out with four straight wins.

“We were pleased with how we did in the regular season. We’ve had a team that we’ve been building for the last couple of years. Our players were starting to get a little bit older, a little bit more mature,” says general manager Cam Russell.

A good mix of mature players and prospects saw the team win 43 games last season, good enough for fourth place. No matter how the 2018-19 season plays out, as hosts the Mooseheads will be one of four teams taking the ice to compete for the Memorial Cup at the Scotiabank Centre in May.

The Mooseheads fired head coach Jim Midgley after the season and hired Eric Veilleux as the fourth coach in recent years. Veilleux was the head coach of the Shawinigan Cataractes when they hosted and won the Memorial Cup in 2012.

Russell shares little about why they let Midgley go but says hiring

Veilleux was part of the strategy to give the team the best chance of pulling off a legendary home-ice win of the cup.

“We felt we needed a coach with more experience. When you look at Eric’s track record — coaching nine years in major-junior hockey and winning the Memorial Cup when they also hosted it — his resume speaks for itself,” he says.

Russell saw the 2018 draft as a time to round out the team. They used their first pick to get Samuel Dube, a German-Canadian forward who scored 32 points in 12 games for EC Salzburg last season. He added 13 points in eight playoff games, a feat the Mooseheads would love to see him repeat.

The big, strong, puck-moving defenceman Cole Larkin will leave his home in Mermaid, P.E.I., to bolster the Mooseheads’ defence. Goalie Simon Bucheler was the third pick. Russell, who was drafted himself and played 10 seasons in the NHL, says draft picks always look great before the puck drops.

“Right now, in June it looks great. Ask me again in a year or two,” he says. “We’ve patiently been putting our team together for the last three years. We think we’ve got a very good core group of players here. We’ve got a great coaching staff.”

Two key players were added in the spring when the Mooseheads traded future draft picks to Acadie-



Bathurst Titan for two of the players that helped them win the Memorial Cup in 2018. High-scoring Anaheim Ducks prospect Antoine Morand and QMJHL veteran Jordan Maher will join the Mooseheads.

Morand scored 76 points last season and added 19 points in 20 playoff games. Maher racked up 173 points in his five seasons with Acadie-Bathurst. Russell said they’ll solidify a team that already boasts players like Benoit-Olivier Groulx, Jared McIsaac and Raphael Lavoie. “The depth of our team is what I really like.”

Christmas is traditionally a time when would-be champions trade to put the final pieces in place, but Russell doesn’t anticipate making any big changes this year. He likes the chances of the team he’s

already got in place. He thinks they have what it takes to win the QMJHL’s President’s Cup and earn a spot in the Memorial Cup. “And there’s always a little bit of luck that comes into play when you’re talking about a long season like a Memorial Cup season.”

Russell says Halifax hockey fans will see a skilled team using the engine of hard work to drive for the top. “It’s going to be an exciting brand of hockey to watch every night and we take pride in that.”

The Halifax Mooseheads kick off their campaign on Sept. 21 with a road game against the Saint John Sea Dogs and will play their first 15 games on the road while the Scotiabank Centre undergoes renovations. Their first home game comes Oct. 27 against the Cape Breton Screaming Eagles. ■

STYLE

# Hotshots

A night out on the town in Halifax



**Chad's clothing:** Tiger of Sweden long-sleeve button down with white Patrick Assaraf short-sleeve T-shirt

Photos by Darren Pittman



Halifax is a hub of classic nightlife. From eclectic fine dining experiences to bars featuring innovative mixologists, globally recognized local wines and ice-cold craft brews, there's something for every taste. Duggers staffers Chad Evans and Erin Gouthro took in some of the city's finest on a recent evening out downtown. And what would a night out be without some new threads?

Dressing up and trying new trendy establishments make for the ideal combination for fun with friends or a romantic date.

**Location:** La Frasca Cibi & Vini  
5650 Spring Garden Rd.

For a truly traditional Italian atmosphere and authentic Friulano flavours with a unique and modern twist, La Frasca is an obvious choice. Each dish, whether a classic calamari, mussels or lumache snails appetizer, a main-course tuna tagliata, a mouth-watering lobster risotto or an unforgettable wild mushroom or goat cheese pizza, is made to order using the freshest and finest ingredients that have garnered this vibrant 'frasca' a reputation for excellence.



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**PORSCHE**

**Location:**

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If you're looking for the richness and tradition of French cuisine, this bistro will not disappoint. Classic hors d'oeuvres, from escargot to moules et frites, and traditional main courses of roasted duck or a hearty bouillabaisse will take your tastebuds on an unforgettable stroll down the Champs-Élysées. Bistro le Coq has an extensive wine selection and, for the ultimate in French flair, they serve an extraordinary weekend brunch that includes eggs benedict on a duck fat rösti.



**Chad's clothing:** Emporio Armani black moto jacket with white Patrick Assaraf short-sleeve T-shirt

**Location:**

Mexi's Tacos, Nachos, Tequilla  
5472 Spring Garden Rd.

While the name certainly describes the authentic Mexican-style fare, this popular restaurant is known for its genuine 'California-style Mexican food' that expertly blends the simple, earthy ingredients of northern Mexico with the subtle spices and flavours of Californian cuisine. Add in the exciting sounds of salsa and mariachi rhythms and guests come away with a true south of the border dining experience.



**Clothing:** Canada Goose Black Label jackets



Chad's clothing: Blue Industry check blazer

**Location:**

Lot Six Bar & Restaurant  
1685 Argyle St.

For a trendy and inventive food and cocktail experience, Lot Six delivers. While the food is second to none, the drinks don't just complement the meal; the meal lives to complement the drinks, which makes for a culinary experience you won't soon forget. The dishes include maritime staples and some exotic imports, each showcased in a new and exciting light sure to satisfy and surprise.



Chad's clothing: Tiger of Sweden black Nedvin blazer

**Location:**

daMaurizio Fine Dining  
1496 Lower Water St.

daMaurizio offers a refined dining experience that has earned this downtown restaurant international attention for its exquisite variations on Italian cuisine. Executive chef Andrew King prepares award-winning dishes inspired by traditional Italian fare that begs to be followed by any one of the restaurant's outstanding desserts, including their incredible house-made caramel crème brûlée.

# LIFESTYLE Embracing 'bro-tox'

Bringing cosmetic maintenance to the 21st century



By Denise Surette  
Photos by David Grandy



**It was only a few decades ago that cosmetic products specifically made for men were an oddity on shelves in big box stores and drugstores.** Now there are entire sections of boldly designed, male-centric, stylized hair, face and body care items lining shelving units. These are manufactured, scented and marketed specifically for a new generation of men who take special care in how they present themselves to the world.

Men have embraced this step-up from basic shaving-related products. It's estimated this market will be worth \$60 billion by 2020, according to Coresight Research. This rush toward catching up with the

endless availabilities marketed for women includes cosmetic medical procedures — so much so that Botox has been nicknamed 'bro-tox' when referring to the increasingly popular service to smooth frowns for male faces.

Botox is a drug made from toxins that temporarily paralyze targeted muscles and is used in a number of medical treatments, including non-cosmetic pharmaceuticals. Dermal fillers, such as Radiesse and Juvederm, are used to fill in hollow areas (under the eyes and cheeks) or to fill in deep, unwanted lines.

Dr. Renier van Aardt, a Halifax-based cosmetic physician at Vitality Medi Spa, is well-versed in the



# BRAX

FEEL GOOD





trajectory of men's cosmetic treatments. For nearly 20 years he has been offering services in a number of cosmetic treatments, including Botox and fillers. He says there has been a gradual increase over the last two decades and certainly in the past five years.

"We are seeing more and more [men] for cosmetic enhancement, for maintaining their youthful appearance. We see them come in when they start looking older, more haggard, more tired, more angry. It's all about the emotion that the face emits," says van Aardt, who is also the president of the Canadian Association of Aesthetic Medicine.

Aundrea Trevors, Vitality Medi Spa's nurse injector for the last seven years, agrees that the appearance of negative emotions is a driver for men to seek treatments. She says a major concern for men when seeking treatments is that they don't look different; they just want to see better versions of themselves.

"Men are a little bit different in that they really want to maintain their natural appearance. We hear that quite often," says Trevors. "I have a couple of men who come in to see me who have a tendency in looking very angry at

rest. They just want to soften that look. They don't want to look different, just a little bit softer."

As Daniel Power saw his 30th birthday approaching, he started considering Botox to address small lines forming on his forehead and around his eyes. He also wanted to soften his look, much like many other men who seek cosmetic treatments. He thoughtfully considers these types of treatments as maintenance, offering the idea that if we value something, we take care of it.

"Your car, you take in for a tune-up; your jewelry, you take in for a reappraisal and cleaning; your clothes, you take in to get mended. Why aren't we doing that with our faces?" Power asks.

Beyond maintaining a youthful appearance, as a corporate manager in a customer service-based field, he wants to maintain an approachable appearance.

"I have a heavy frown line, so I can appear stern. That's not my personality at all," says Power. "People walk by and see me sitting there, I'm focusing on a report and I have this great big '11' on the centre of my forehead, so I can come across as unapproachable when I'm

not. I'm one of the easiest going people and I want people to see that on the outside."

The science behind Botox is based on relaxing muscles that create lines or a negative look. The artistry of Botox comes from treating specific areas to create a fresher look without letting others know the secret. In his practice, van Aardt says it comes down to an algorithm.

"The algorithm that we use is: everyone wants to look younger, more attractive, slimmer and more feminine or masculine. But in order to get there, you need to make sure you look less tired, less sad and less angry. There are specific features that are related to those negative emotions that can be treated in order to achieve this."

Both Trevors and van Aardt say men generally are looking for a natural look and van Aardt himself can attest to that. During the early days of his cosmetic medicine career, he opted to try Botox to ensure he knew what his patients would feel and how they would look. (He tries each treatment he offers so he can understand things from his patients' point of view.) Even though in those days very few men were on board with regular injections, he found

*“We are seeing more and more [men] for cosmetic enhancement, for maintaining their youthful appearance. We see them come in when they start looking older, more haggard, more tired, more angry. It’s all about the emotion that the face emits.”*

— Dr. Renier van Aardt,  
Vitality Medi Spa

himself committed to maintaining the softer look he achieved.

“I had it done and didn’t think anything more of it until it kicked in about a week or so after. I thought, ‘I like this. This is really neat stuff,’” says van Aardt. “I haven’t been able to stop doing it ever since and this was in 2002, so it’s going on a few years. I can understand why men are so loyal to this, because it really helps give you self-confidence. You feel better about yourself.”

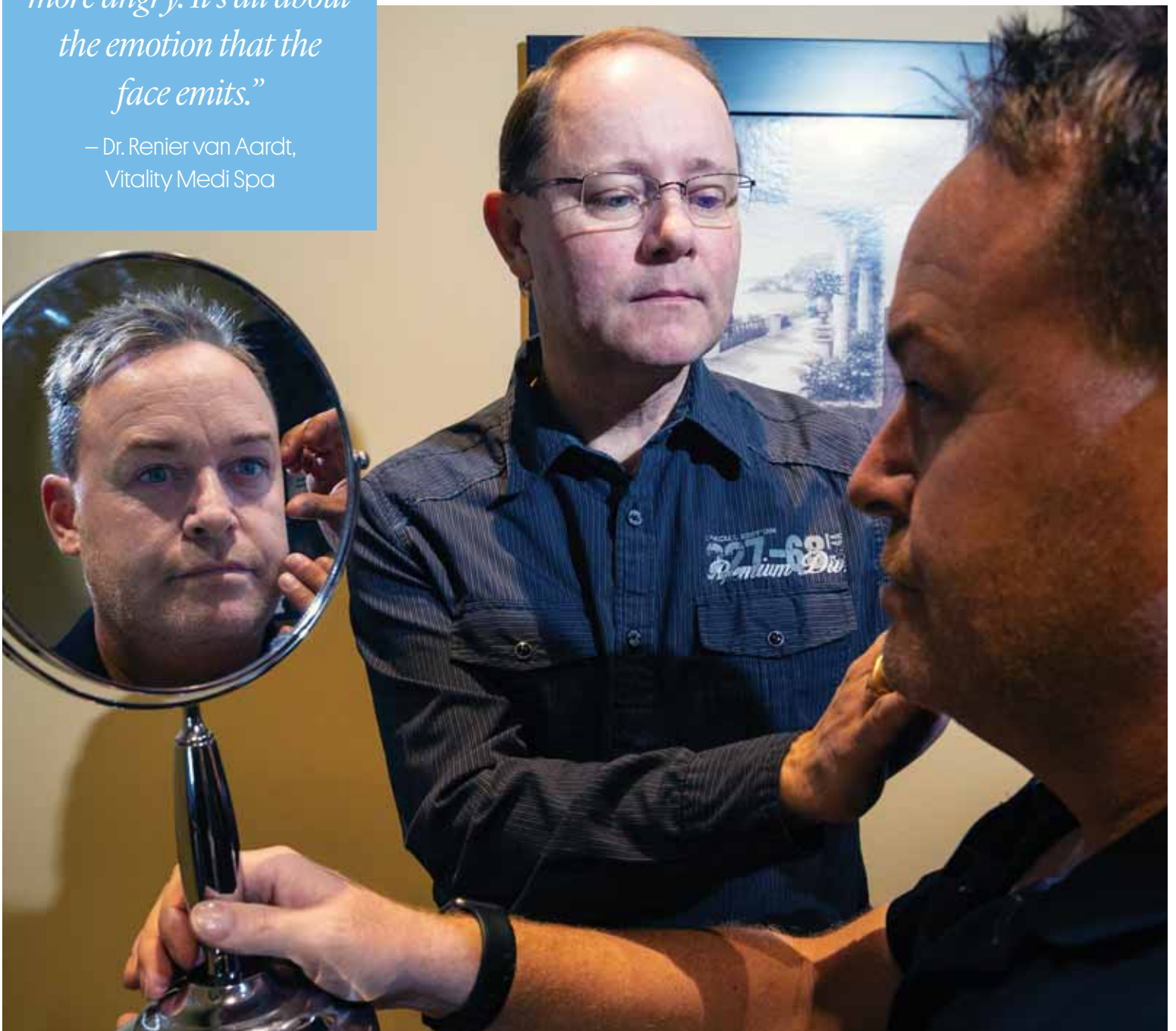
And men are indeed loyal consumers once they see the benefits. Trevors says her male patients, although only making up roughly five to 10 per cent of the clientele, are fastidious with their appointments.

“We have male patients that we have seen for the past seven years consistently coming back for maintenance ... it’s like a haircut. Men are different that way,” says Trevors.

Don Power, who works at Vitality Medi Spa in the salon wing, has been receiving Botox and filler treatments for 11 years. He is now 46. He says for the foreseeable future he will continue to maintain a softer look.

“It makes me feel good in my day-to-day, working in front of people, in my interactions. It gives me confidence,” he says.

A thorough consultation is needed before having any cosmetic treatment done and Trevors says this time gives men a chance to ask pertinent questions about their own specific needs. But she and van Aardt often hear the same question from men each time they see someone new: “Will I retain a masculine look?” The answer is a resounding “yes.” In fact, Trevors says a masculine, rugged look is something that creates sex appeal and that isn’t something they want to take away. ■



# BUSINESS PROFILE

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## Duggers' D2

Keeping things casual

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By Jordan Parker

Photos by Darren Pittman

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**The D2 floor of Spring Garden Road’s Duggers has been serving customers for 15 years,** but both levels of the menswear store are ready to work in tandem.

Jeff Piccott, manager at the store, says the basement level is trying to get away from the “D2” stamp and move into something more accessible.

“We just want it to be Duggers Downstairs. We want people to feel like regardless of whether they’re upstairs or downstairs, they can find brands that reflect a cross-section of all ages,”

said Piccott.

“Maybe the fits will be slimmer or more aggressive downstairs, and some brands are for downstairs, but our clothing on both levels is good for anyone, at any age. This is all-encompassing.”

He said creating awareness is huge for Duggers right now.

“This is very much about trying to tell people we have that second level and that we want people discovering our brands and interesting clothing we have to offer,” he said.

Duggers, which moved to Spring Garden 25

years ago, originally sold denim, suits, jeans and even hunting gear for a time.

The small, 1,500-square foot space expanded until the top level took up the entire building and the basement was turned into another section.

“We converted the basement. It’s not always the most valuable spot in a store, but there was a cool factor that turned it into an aggressive jean store,” he said.

With a layout like a street scene, chain-link fences and graffiti, D2 catered to a new, specific



crowd in the mid-2000s.

“We had lots of denim, back when it was popular. With the blingy T-shirts and jeans with big pockets, D2 was born. It was urban street-wear and that Ed Hardy look was hitting the mark,” he said.

“It lasted five years, until a preppy look emerged. We continued catering to young people and students, but went casual with denim, shirts and sweaters.”

As the upstairs iteration’s customers became younger, the clothing designs upstairs followed suit and became more youthful.

“Now we’ve found both upstairs and downstairs are similar. But we still want brands for different age groups,” he said.

“People want value and want nice fitting, clean designs. But they also want to feel unique. Moderate is the new fashion and we want to provide value to our shoppers.”

Zanerobe, Ralph Lauren and Hugo Boss are all features downstairs.

But John Varvatos, an American menswear company, has also found the hearts of Downstairs Duggers shoppers.

“It encompasses anyone, from age 20 to 50, and people wear it and feel so comfortable. It’s in style. It’s not loud, but it’s cool,” he said.

“The way it feels, fits and hangs is allowing people to love that line. It’s a big collection and it presents itself so well.”

People are also responding well to Swedish company Tiger for their suit needs.

“We do slim-fit suiting down here and these Scandinavian-type brands are priced well. They do well in the market,” he said.

He’s seeing the trend of young students frequenting the downstairs level continuing.

“They recognize and know our brands. They research them. We are happy to help them

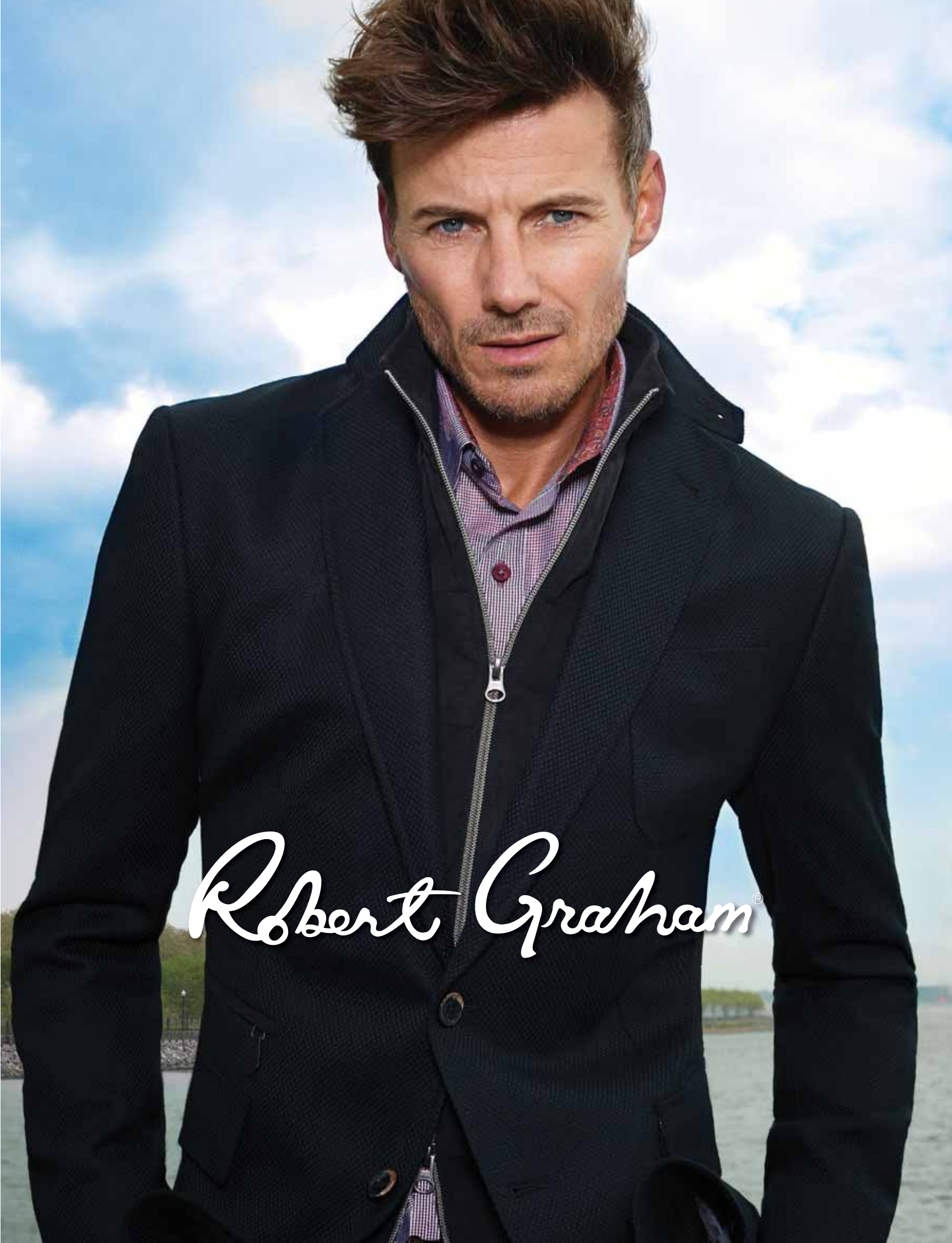
enjoy our brands and we want anyone who wants fashionable, good-quality clothing to come here,” he said.

“We want to get people in and show them what both floors have to offer. We just need to constantly advertise to build our clientele.”

The independent nature of Duggers is still novel and interesting, said Piccott.

“We’re a family-owned business. We have a knowledgeable staff that has been here so long. We do buying, we’re personable and we treat customers with so much respect. We empower people to make great fashion choices and we’re proud of that,” he said.

“There’s a great history and pride in this business and we must continue those standards and morals set 30 years ago. We need to adapt and change, while providing the same great product. But whether it’s upstairs or downstairs, we’re ready to help people find the right fit.” ■



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# PROFILE



## The power of storytelling

Hall of Fame CEO Bruce Rainnie reflects on a life in sport and storytelling



By Colleen Cosgrove | Photos by David Grandy

**Locals playing tourist in their own city, weekend visitors and globe-trotting vacationers all have one thing in common** when they enter the halls of the Nova Scotia Sport Hall of Fame.

For some it comes as soon as they enter the doors, knowing the promise that lies beyond the thick glass doors; for some it comes when they gaze upon a piece of sporting history and for others still, it's when they realize that anything is possible, no matter your origins.

It's the star-struck looks of awe and hometown pride that creeps onto the faces of the more than 65,000 annual visitors and it's the power of storytelling that unites them all. Whether you're a hockey fan, a paddler or an armchair athlete, the inspiring stories of grit, determination and raw talent that dot the winding halls of the provincial museum is the special sauce that keeps Bruce Rainnie and his team of staff motivated.



*34 Heritage*





“There’s a nostalgic gene that runs rampant within us — we all want to know where we came from,” Rainnie said. “Every person who comes here stands in front of the artifacts and soaks up the lore and history that comes with it. Whether you know the story or not, you take one look at the (Sidney) Crosby dryer and your mind immediately goes to that family basement and you see a little boy, determined to get the shot, but missing and dinging up his parents’ dryer.”

A lifelong athlete and sports fan, supporter and booster, Rainnie says the lifelong lessons he absorbed through sport are what he hopes to pass on to guests of the hall.

“You learn how to lead, how to win well, how to lose well, how to recover after you lose and those are lessons I’ve carried with me my whole life,” Rainnie says. “The stories are so good and our athletes are so world-class and what kids can learn from them is so valuable. My

main vision is ... to improve our storytelling to make sure the stories of our athletes are structured in a way that kids in every corner of the province say, ‘I can do that, too, if I model their determination and work ethic and humility.’”

Storytelling and sports have been a common thread in Rainnie’s life since he learned to walk. As a toddler, he would turn the volume down on the family TV and practise commentating live. As a teenager, he was determined to join the NBA. It wasn’t until he stopped growing (he’s 6’1”) that he decided the second-best thing he could do would be to become an orthopaedic surgeon like his idol Bill Stanish.

But, like most teenage ambitions, life had other plans for Rainnie.

After graduating from Dalhousie University with a degree in chemistry, the Prince Edward Island native found himself in Yarmouth working as a morning show host at the local radio station. His mom

*“It’s been nothing but a good time and my love of the lore and the stories and how the people (in the Hall of Fame) become role models and historical figures never ceases to fascinate me.”*

— Bruce Rainnie, CEO,  
Nova Scotia Sport Hall of Fame

and dad, who once had an aspiring surgeon to boast about, were now the confused parents of a radio DJ earning less than \$15,000 per year.

“They were less than impressed,” Rainnie says, laughing. “But they were always supportive and believed that I would find opportunities to grow.”

And grow he did.

Within a couple of years, Rainnie landed a temporary post in front of the camera for the CBC. That experience led to another phone call from the national broadcaster, this time to cover an event in Halifax for CBC Sports. And the next 30 years, well, they include a series of fortunate events that saw Rainnie cover eight Olympic Games for the CBC, host Hockey Night in Canada, become the voice of the CBC’s curling play-by-play coverage and enjoy a 20-year run as emcee for the Nova Scotia Sport Hall of Fame’s annual induction ceremony.

Still, Rainnie remains humble and credits his success to good timing and an ingrained love of the unscripted drama that comes with sport and the unique rush of live broadcasting.

“It was an era where you could learn on the job; the stuff I learned on the job was stuff that never would have been taught in a journalism class,” Rainnie says. “It’s been nothing but a good time and my love of the lore and the stories and how the people (in the Hall of Fame) become role models and historical figures never ceases to fascinate me.”

Rainnie joined the Hall of Fame as CEO in 2017 and continues to live-broadcast curling matches for CBC Sports. The latter is a job that he says keeps both his mind sharp and credits the Hall of Fame board with appreciating the value in having their CEO visibly connected to amateur sporting events nationwide.

“That’s really key for me and us for an organization,” Rainnie says. “I was prepared to give (broadcasting) up for this role, but the truth is there’s value for the organization, the museum and our visitors in having me active and visible out there.”

At home, Rainnie plays the role of doting husband to his wife, musician Kendra MacGillivray and father to two young boys, Mark and Allistair. As one might expect, their home is filled with instruments and sporting equipment.

Rainnie grew up in a musical home and taught himself to play guitar after a teacher at Dartmouth High taught him to play three chords and *The Gambler* by Kenny Rogers. His mother was a big Elvis fan and today his playlists revolve around classics like Springsteen, Simon and Garfunkel and Emmylou Harris. Rainnie’s wife, Kendra, is an award-winning fiddler and his sons play the saxophone and piano so when the family pool is empty and the sports channel is turned off, someone is strumming, picking or banging an instrument.

“We’re a typical family with a little more music thrown in,” Rainnie says. ■



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# An apple a day

Craft cider wave shows no sign of slowing



Photo: 123RF/Brent Hofacker

By Colleen Cosgrove



Photo: Contributed

**Make, sip, sell or grow, the Nova Scotia craft cider industry has blossomed** into a winning scenario that's creating real benefits for everyone involved.

The jury may be out on the real health benefits of cider, but numbers show Nova Scotians are taking the "apple a day" adage to heart. The latest provincial liquor sales posted a second double-digit spike in 2017 with sales increasing 75.7 per cent to \$1 million. To top it off, a hungry export market is emerging in the U.K. and parts of East Asia and new cideries are expected to start producing this year.

Although the industry has centuries of tradition behind it, it had been dormant until Domaine de Grand Pré's Hanspeter Stutz launched STUTZ more than a decade ago. And this was after the provincial

government of the late 1980s and 1990s paid apple growers to rip out their fermenting apple varieties for culinary apples like the McIntosh.

Now with 10 cideries and two restaurants dedicated to all-things cider, it's safe to say the humble apple has re-established itself as a key crop for the province.

"The expansion absolutely blew me away," said Jay Hildybrant, head cider maker and partner at Halifax's Chain Yard Cider. "In our business, we hoped for 10 years of steady growth and it's all happened in two or three years and I don't think we're going to see that plateau anytime soon."

Half of all ciders sold at the NSLC are made in-province compared to five per cent of all beers sold at the NSLC are made in Nova Scotia.

## Facts

“Our pie is much smaller, but local makers occupy half of it,” Annapolis Cider Company co-founder Sean Myles said, adding that the craft beer movement created a wave of consumer interest in unique local flavour blends.

The Dalhousie University apple researcher says the runway to industry success — Annapolis Cider sold more than 35,000 litres and welcomed 20,000 people through their front door in year one — hasn’t all been smooth sailing, but today proprietors are generally satisfied with their relationship with the government-run corporation. Cider had been pigeonholed as a “ready to drink” beverage and was tucked beside the Mike’s Hard Lemonade, but local sales figures and a better understanding of the product has the corporation now introducing a local cider section to its retail spaces.

The sippers were primed and ready for new flavour experiences both in craft beer and craft

cider and the tandem power of the buy-local and eat-local movements educated consumers and opened up new food and drink opportunities in the province.

“People are migrating away from saying, ‘I’m always a Coors Light drinker and I always will be a Coors Light drinker’ and they’re looking for something different,” Myles said. “(Cider) satisfies that demand to have something new, unique and keep people interested ... it doesn’t fit into traditional categories.”

Chain Yard opened in 2017 and with experimentation at the core of Hildybrant’s approach to cider-making, the business has produced 27 different ciders and 200,000 litres of cider. The consumer thirst for unique, speciality ciders has the company looking for a satellite brewing facility as the 100,000-litre capacity at their Agricola Street facility is already looking too small.

- 300,000 million apples a year picked in the Annapolis Valley
- That’s 100,000-125,000 bins at 800 pounds per bin
- The cider industry uses culled apples and just 1,000 bins a year
- One bin generates about 200 litres of juice, which translates to about 160 litres of cider



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*“In our business, we hoped for 10 years of steady growth and it’s all happened in two or three years and I don’t think we’re going to see that plateau anytime soon.”*

— Jay Hildybrant,  
Head Cider-Maker and Partner, Chain Yard Cider

Photo: © Mark Davidson



**The number of cider producers has more than doubled in the last 10 years; here’s a look at who is making cider today:**

- Annapolis Cider Company
- Chain Yard Cider
- No Boats on Sunday
- Bulwark Cider
- Malagash Cidery Heritage
- Meander River
- Elderkin’s Cider
- Noggins Brilliant Pear Cider
- Brickworks Ciderhouse Batch 1904
- Buddy’s Original
- 7 Shores
- STUTZ

The industry’s rapid growth has put positive pressure on local apple growers, pressers and juicing plants to get involved and, in some cases, has led to more apples being planted and even inspired a packing company to purchase a press.

“New orchards are popping up, new cideries are popping up,” Hildybrant said. “This highlights what we’re doing here in Nova Scotia and how we are all contributing to the success of this industry.”

There’s still lots of room to grow, however, as the cider makers use just one per cent of the apples produced in Nova Scotia and those are all culls, or healthy, unbruised apples deemed too flawed for store shelves.

“We feel now that we’re doing real business — that we matter,” Myles said. “... There’s general consensus that the NS cider industry is definitely something that’s here to stay.” ■

Photo: Contributed



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## A rising tide floats all boats

In the case of Andrew Peller Limited's No Boats on Sunday, the widespread popularity of cider has certainly lifted their sales in Atlantic Canada while simultaneously allowing the company to place greater emphasis on local production. In a little less than three years, the brand has become the largest selling cider in Nova Scotia. Both the original version and recently launched Cranberry Rosé Cider have become the two top bestselling Ready to Drink products (an all-encompassing category at the NSLC that includes cider, coolers and other beverages) in Nova Scotia.

No Boats on Sunday is new, but Andrew Peller Limited (formerly Andrés Wines Ltd) has had a winemaking facility in Nova Scotia for more than 50 years. According to Andrew Peller Limited Atlantic Sales Manager Adelle Lyon, "No Boats on Sunday represents an important step forward for our business as it allows us to increase our support of the local economy. I am happy to report in this calendar year we will purchase more than one million pounds of Annapolis Valley grown apples, forty thousand pounds of Nova Scotia cranberries, two hundred pounds of Nova Scotia grown hops. At every point in the production process, our agricultural inputs stay in Nova Scotia, not only benefitting the farmers that grow our produce but a number of other businesses, including two local business hired to press our apples into juice. The success of No Boats on Sunday and all locally produced cider is a great success story for our province and has had a positive impact on the local economy."

A rising tide indeed floats all boats. ■

### A Rising Tide Cider

1 serving

1 tbsp butter

1/2 oz baking spice syrup\*

1/2 oz East Coasts Spirits Amber Rum

5 oz apple cider

Apple slices, for garnish

**Directions:** Place all ingredients in a pot. Bring to a quick boil and then reduce to a simmer. Serve in mugs or heat-proof glass. Garnish with a cinnamon stick and apples slices.

\* Place one cup sugar, one cup water, one cinnamon stick, three cardamom pods, two star anise pods in a pot. Bring to a boil. When the sugar has dissolved, remove from heat and let steep for 30 minutes. Strain to remove spices. The syrup will last for two to three weeks, if refrigerated.







Photo: 123RF/Elena Veselova



## Every man's must-have closet essentials

By Heather Laura Clarke  
Photos by Darren Pittman

**Women know their closet should contain a LBD (Little Black Dress),** an elegant blazer and a sleek pair of pumps. But what are a man's closet essentials?

Karl van Allen says so much of today's style is about "sophisticated, casual looks." He helps customers at Duggers select foundation pieces that are "smart, but not stuffy."

"You'll want a navy sport coat, a pair of good-quality dark jeans and brown shoes or ankle boots — I love the richness of brown leather," says van Allen. "Light blue shirts with minimal patterns are easily mixed and matched with jeans and more formal suits."

He practises what he preaches, because his personal closet is stocked with sport coats, cotton trousers and a variety of blue shirts. He loves the dress shirts made by Eton of Sweden, which are meticulously made by more than 10,000 tiny stitches.

When it comes to choosing an essential suit, the answer might surprise you. He says while some people believe a black suit is a foundation piece to have in their wardrobe, it's actually pretty limited to funerals and very formal functions.

"Black can be sleek but it's often too stark for today's business environments," explains van Allen.

He says it's a good idea to start with a navy, medium blue or charcoal grey suit.

"They're warmer tones than black and more versatile than a stark black suit hanging in the closet," says van Allen.



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Quick Tips

Five foundation pieces for every man's closet

1. Navy sport coat
2. Good-quality dark jeans
3. Brown shoes or ankle boots
4. Light blue shirts with minimal patterns
5. A medium blue or charcoal grey suit

If you're the now-uncertain owner of a single suit that happens to be black, van Allen suggests coming into Duggers to look at the suits and sport coats by brands like Canali or Jack Victor. They're modern classics, he explains, and not as dramatic or fashion-forward as something like Hugo Boss Red Label. Another popular option is the made-to-measure Coppley Concept suit that's customized for a sharp fit.

You might think Nova Scotia is a drizzly sort of spot to wear suede — salty fog, anyone? But van Allen insists there's no reason to be afraid of stains and watermarks.

"It's a lot more resilient than one might think. After all, it's been a staple for years in damper climates like England," says van Allen. "There's no reason we shouldn't be able to enjoy a good pair of suede shoes here, too."

"I wouldn't want to live without my suede boots."

He's a big fan of Allen Edmonds shoes. For nearly a century, they've been designed around classic men's style — not what's trendy. Each pair of shoes takes 212 steps to manufacture.

Of course, man can't live on grey suits, blue shirts and brown shoes alone. Those foundation pieces need to be combined with more unique items to reflect your personality.

When it comes to those statement pieces, van Allen says it's a good rule of thumb to stick to one per outfit.

"Ties lend themselves well to this, as do bracelets and pocket squares," says van Allen. "Sometimes it can even be a distinctive pair of shoes, like Mezlan or Zampiere of Spain." ■

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Photo: 123RF/Brent Hofacker

## Finding the dough in doughnuts

Industry becoming a tasty trend

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By Jon Tattrie

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Photo: David Grandy

**Four centuries ago, Dutch bakers brought their soon-to-be famous oily cakes to New Amsterdam.** Two centuries ago, a New England woman stuck a walnut in the middle of one of those deep-fried dough cakes to eliminate the undercooked centre. Someone plucked the nut out and the doughnut was born.

At first, they were handmade, small-batch treats. But a century ago, with New Amsterdam renamed New York, a clever man was faced with so many

people demanding his doughnuts that he invented a machine to make them.

And thus the unvirtuous circle of the doughnut came to be. In Canada, a popular coffee-and-doughnut chain was founded on ensuring its coffee and doughnuts were always fresh. And they were faced with so many people demanding their doughnuts they found a machine to bake, freeze and reheat them.

But if you know where to go in Halifax, you will find yourself circled by delicious doughnuts that are

still made fresh by hand, moments before you pop their gooey goodness into your own doughnut hole.

Noah Connolly was just 17 when he started the rightly-named Ol' School Donuts, selling hot, fresh doughnuts out of a converted school bus. When you order a Caramel Skor or Oreo-flavoured doughnut, they make it right then.

"This makes the doughnuts as fresh as possible," Connolly says. "Our wide variety of available flavours is another thing that makes us different."

His most dedicated customers tend to be about 50. The doughnuts are not something to eat absent-mindedly while watching hockey, but small, luxurious worlds where crumbled Skor bars can be sprinkled on a mini-cake doughnut.

If you peer inside North-End Halifax's Vandal Doughnuts early in the morning, you'll see hard-working bakers creating the day's

batch of doughnuts. Owner Nicole Tufts says the universal lure of fresh pastry draws everyone from grandmas to metal heads. In fact, those grandmas and metal heads could play a role in the next big flavour.

"We let customers and staff have a crack at designing and customizing doughnuts and flavours, so in a way our doughnuts are a community effort as opposed to a manufacturing marvel," she says.

It's probably not shocking to learn that the north end's favourite Vandal Doughnut is called Granola Mother. Tufts says the fluffy concoction has a vanilla fondant with strawberry filling, topped with crunchy granola. "It hits all the notes: crunchy, sweet, salty and fluffy. It's a secret favourite of a lot of the staff," she confides.

Scanway has been a mainstay catering and pastry company in Halifax for almost 40 years. At its

Grafton Street cafe, connoisseurs consume traditional yeast doughnuts made fresh, or the portman-teau doughssant — a cross between a doughnut and a croissant.

Owner Ankur Gupta says they are rolled, pressed and fried fresh six days a week. Many of his customers turn up fresh every day to eat an old favourite or try a new flavour spotted on Instagram. Scanway doughnut fans love a well-made classic: the plain doughnut or the sugar doughnut.

"We offer a neighbourhood discount to employees who work in the area, so this is a big draw for our customers," he says.

At The Old Apothecary, Laura MacLeod sells fresh doughnuts on Fridays and Saturdays. She reaches back to the treat's birthplace for her signature cronut, based on New York chef Dominique Ansel's creation. "They are deep fried and then dunked in a cinnamon sugar

mix while they're still hot. We also package up the cronut holes," she says.

MacLeod reaches even further back for her other favourite: a traditional Berliner, courtesy of a fifth-generation German baker. "Our customers who buy both of these donuts, I like to think are like me: if I'm going to indulge in something, it better be worth it, and I think these are!" she says.

A century ago, a lot of people thought machine-made doughnuts were excitingly modern. The World's Fair in 1934 Chicago called them the "food hit of the Century of Progress." But it turns out not everyone wants progress in their doughnuts. If you want a fresh, human-made doughnut, you'd better head to your favourite spot today before words gets out and the machines take over. ■

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## Game changer

Custom suit event changes game for patrons

By Jordan Parker | Photo by Darren Pittman

**Duggers Menswear will highlight a need for custom suits** when they host special event Game Changer this month.

The event will allow those who may not normally get these kinds of unique tailored suits at a better price point, and will open up possibilities for the customer.

Karl van Allen, wardrobe consultant and buyer at Duggers, says it's a special time of year.

"The Game Changer is a custom event that runs periodically through the year, designed to make custom suiting more accessible to the younger man," he said.

"Over the last few years, there has been a country-wide resurgence of demand for custom garments."

He said the need for making sure everything reflects a man's own brand and style has become of grand importance.

"Men have come to the realization that there is intrinsic value in being able to select a fabric

and details like linings, buttons and stitching, along with ensuring a superior fit to off-the-rack garments," he said.

He says today's world is so much more different in both business and personal life, especially with fashion and accessories.

"Things are so much more visual, particularly with social media," he said.

"Custom suits provide the ability to consistently maintain an excellent first impression — an impression that happens before a word is ever spoken."

The event happens September 10 to 23. While most custom suits can start at \$1,300, the event seeks to lower that cost to \$998, plus tax.

"Game Changer's select range of fabrics brings that cost down for someone wanting to try it, often for their first time," said van Allen.

"It's important for people who find off-the-rack suits challenging to fit (athletes, or others who have suffered injuries to their shoulders,

etc.), and also for a younger generation entering the workforce, wanting to make a deliberate impression with their attention to detail in how they dress."

He said the process to getting a custom suit can be quite easy.

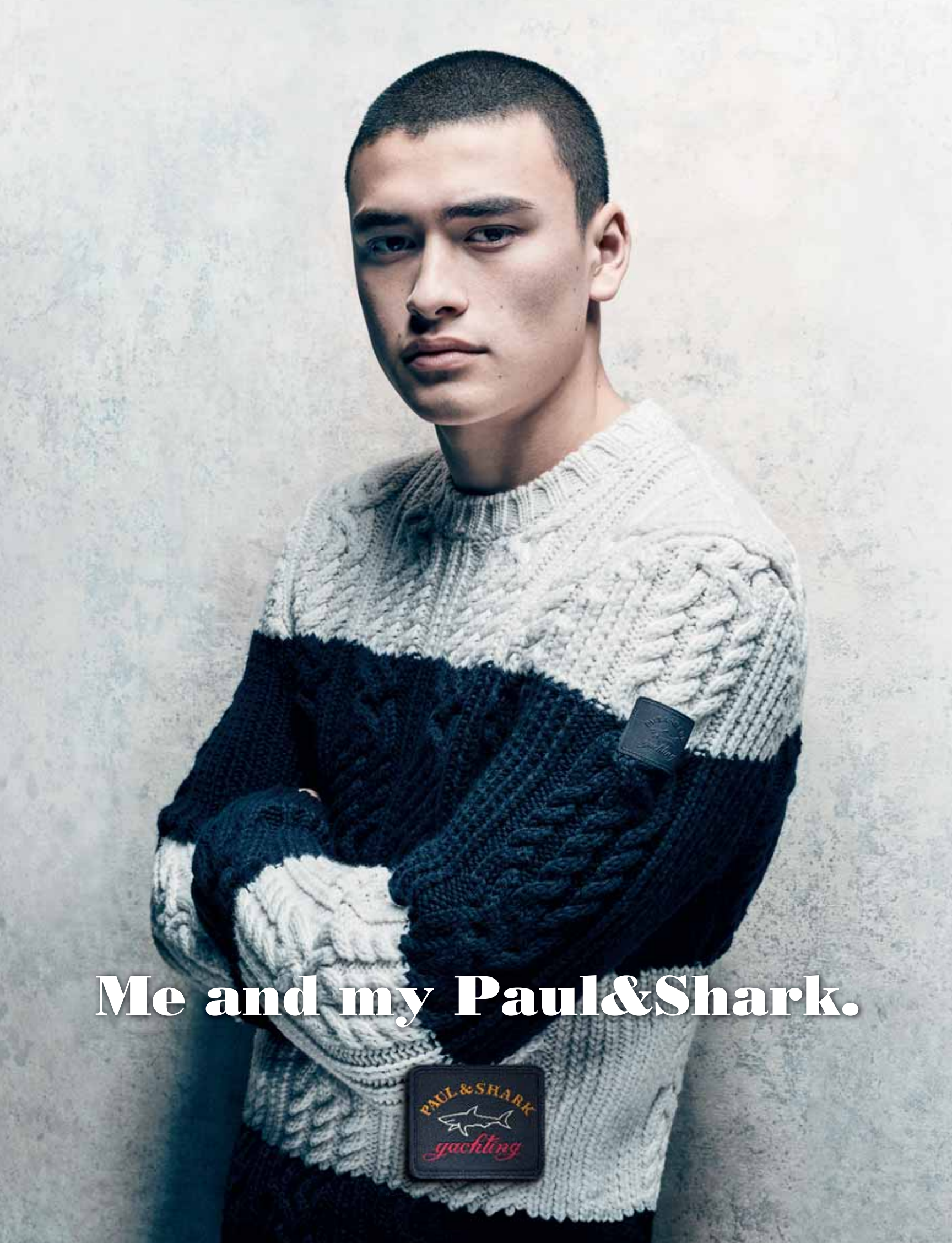
"(It) involves a customer coming into the store, being measured, selecting fabrics and details (guided by our in-store custom specialists), and a delivery timeframe of approximately three weeks," he said.

"All the garments are made in Canada of fabrics sourced from the best mills worldwide, from Italy to England and beyond."

van Allen says if men are wondering when the best time is to get a custom suit meant for them, Game Changer at Duggers is the right spot.

"There couldn't be a better time to drop into the store," he said. "You can learn more about why custom suits are an excellent option for someone of any age and in any line of work." ■





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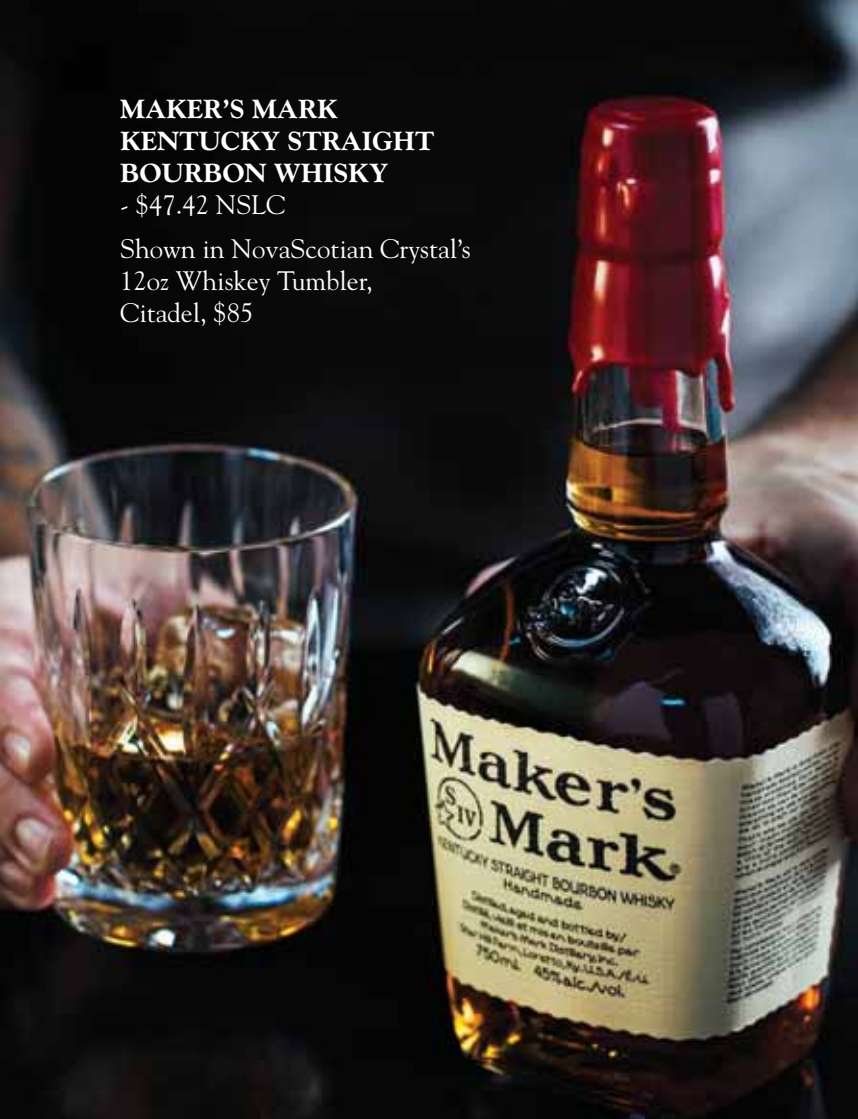
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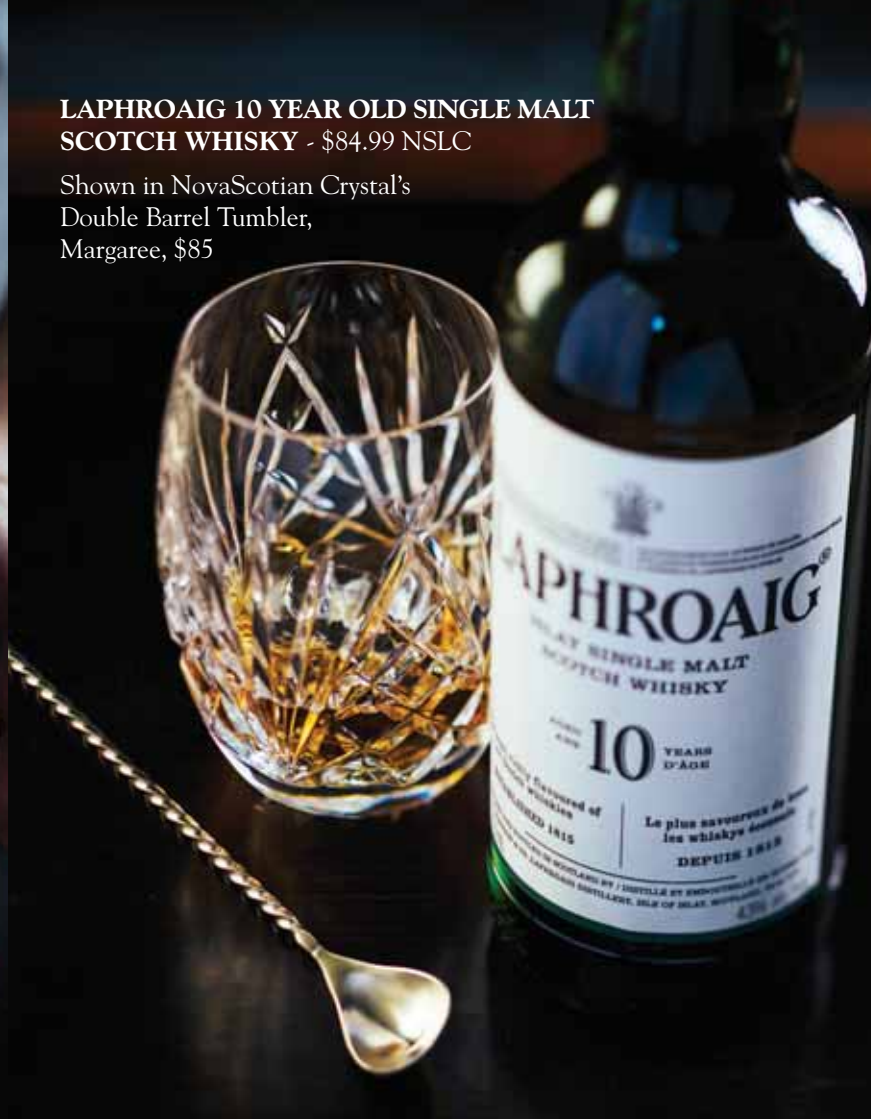
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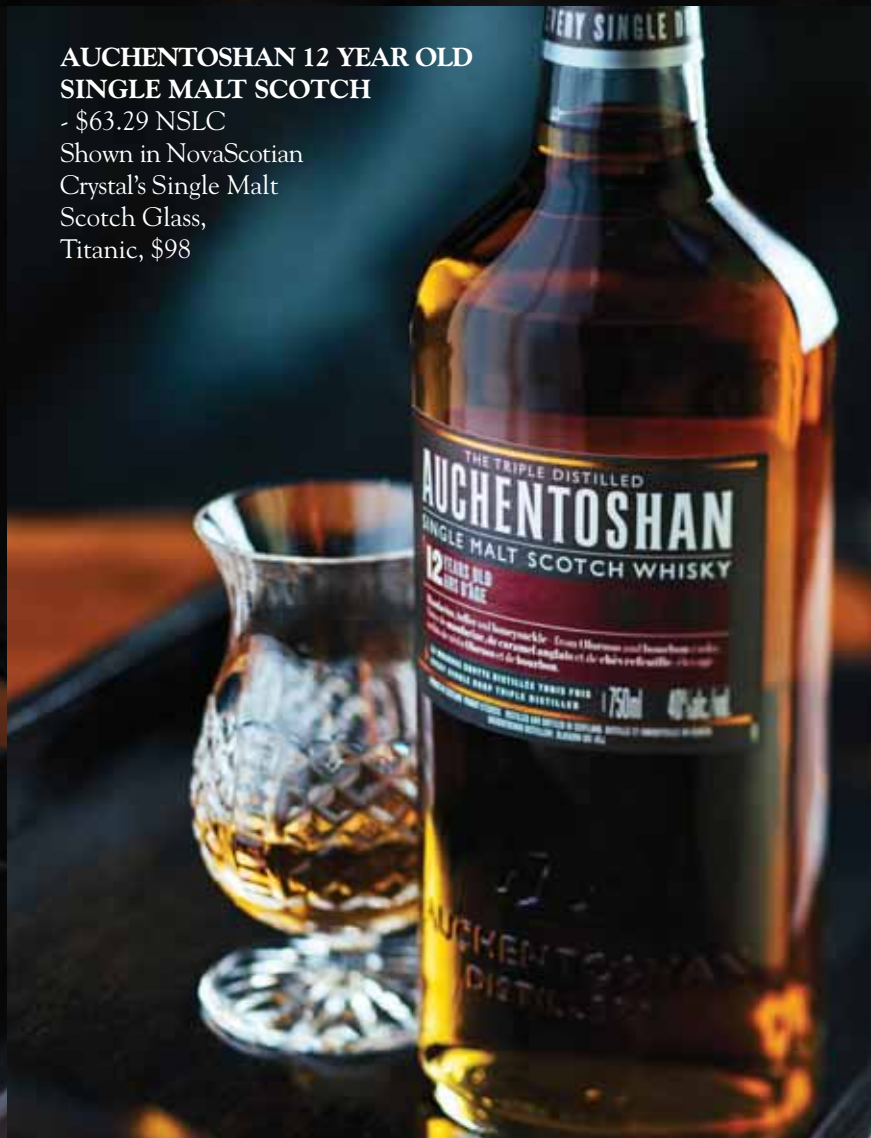
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**AUCHENTOSHAN 12 YEAR OLD  
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- \$63.29 NSLC

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Crystal's Single Malt  
Scotch Glass,  
Titanic, \$98



# PROFILE



## Legally sharp

How a Cape Breton lawyer became a Duggers fan for life

By Heather Laura Clarke | Contributed photos



**When Dwight Rudderham bought a simple pair of pants from Duggers**, he never expected the transaction to become a funny story he'd tell for decades.

The Cape Breton lawyer was spending a weekend in Halifax and popped into Duggers on Friday morning to do a little shopping. He purchased a pair of pants that needed alterations, so he said he'd return the next day to pick them up before returning home.

But his Saturday afternoon golf game ran long and Rudderham realized he wasn't going to be able to make it back to Duggers before it closed. He called the store and apologized, asking if he could send a taxi to pick up the pants instead.

"David said, 'Hang on, we might have someone going that way,'" recalls Rudderham. "The next thing I know, Ross McNeil is getting

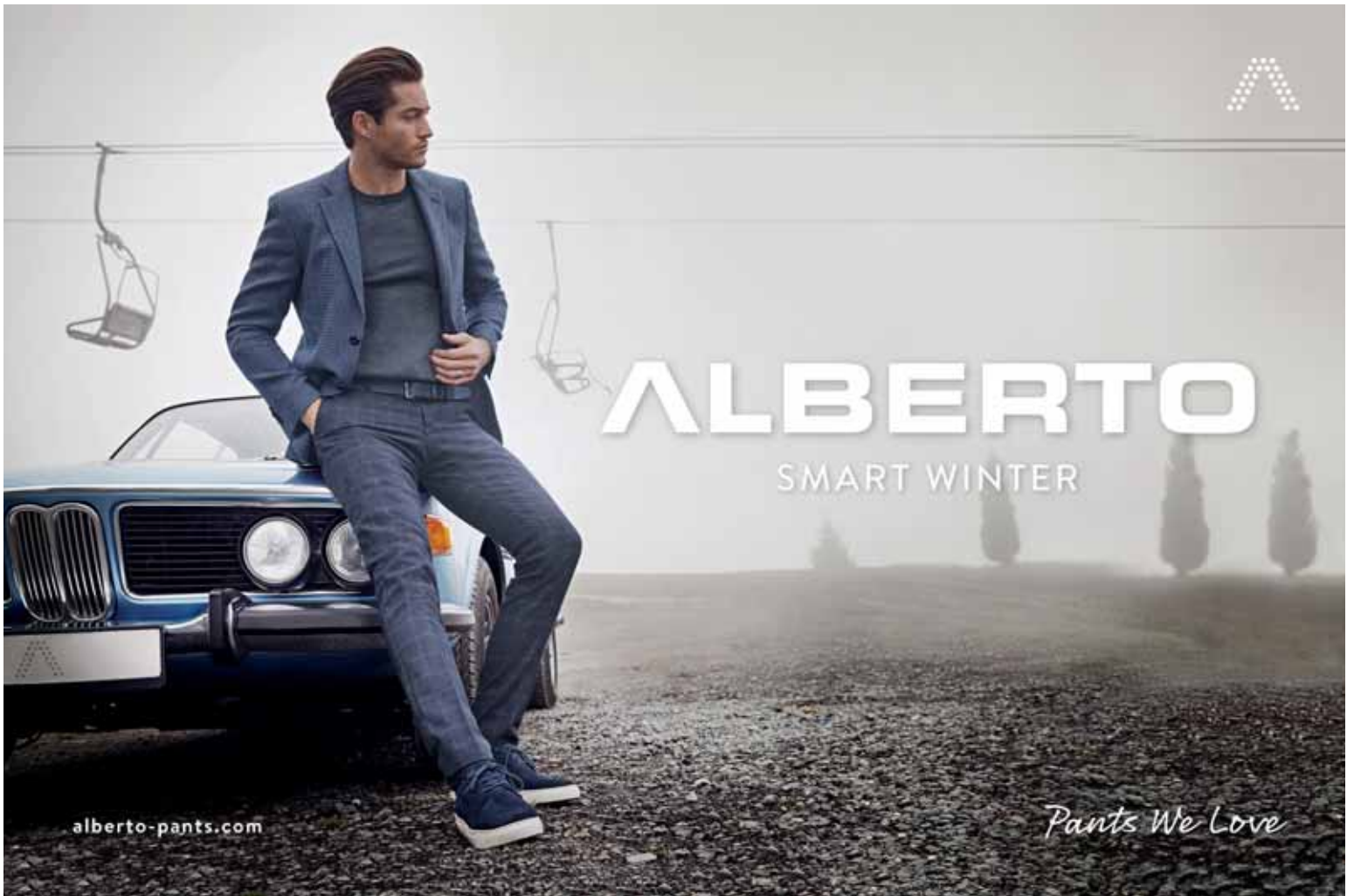
out of his Porsche — dressed to the nines — and walking up to my friend's door to hand me my pants!"

Rudderham says his golf buddies couldn't believe what was happening, and they still have a chuckle about the unusual exchange.

"The joke was that I have all my clothes delivered by well-dressed store owners driving Porsches," laughs Rudderham.

This was early in McNeil's days at the helm of Halifax's premier menswear store. Rudderham didn't know him well at the time, but that small act of kindness made him a loyal Duggers customer for life. He's been called a "clothes bully" at the office and regularly drives down to Halifax to have Ross, David or Karl help him put together a few new looks.

Rudderham started practising law at the





*“There’s an expectation that you have to look like a lawyer.’ I don’t think I could come to work in a sport shirt and a pair of jeans. It just wouldn’t present the right image to our clients.”*

– Dwight Rudderham

Sydney branch of Stewart McKelvey in 1993 and decided to open a firm with his older sister, Gail Rudderham Chernin, three years later. Together, they ran Rudderham Chernin for 15 years before joining five other established lawyers in town to form The Breton Law Group — where they both continue to practise today.

Rudderham’s area of practice is corporate commercial and real estate and he enjoys working with clients across the province from his office in Sydney, with its gorgeous views of the harbour.

When he isn’t at the office, Rudderham is spending time with his partner, Maria O’Hearn, and their two-and-a-half-year-old daughter. He also enjoys dabbling in politics — not running, but as what he calls “a backroom guy.” He just finished serving on the Marine Atlantic board of directors for more than 10 years and he’s throwing his weight behind Cecil Clarke in the PC leadership race.

“I find it fun to be involved in what’s happening in the community and across the province,” says Rudderham. “Government is a big part of our life down here, so it feels important to stay active and do what I can — especially as a corporate commercial lawyer.”

He also loves spending time on the golf course, and Cape Breton has no shortage of beautiful ones. Rudderham’s home course is The Lakes at Ben Eoin, but he’s also partial to the oceanfront views over at Cabot Links.

“We’re spoiled rotten with golf here in Cape Breton,” says Rudderham. “The people are great, the quality of life is wonderful and honestly there’s just no place I’d rather live and work.”

He has a vast collection of golf shirts for hitting the links, but, as a lawyer for the last 25 plus years, he understands the importance of dressing for the job.

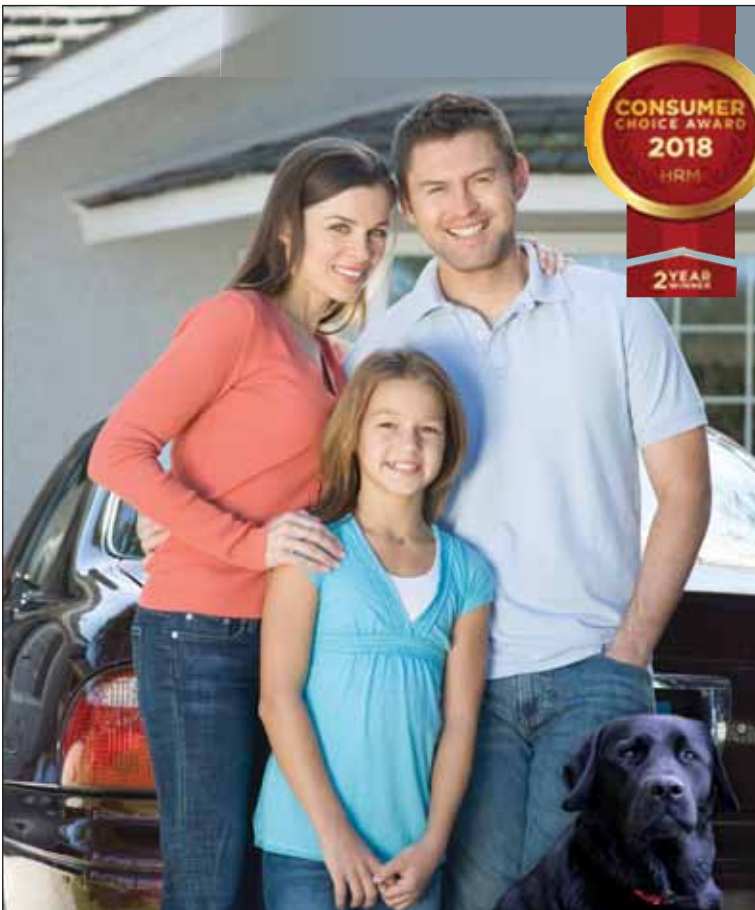
“There’s an expectation that you have to ‘look like a lawyer.’ I don’t think I could come to work in a sport shirt and a pair of jeans,” says Rudderham. “It just wouldn’t present the right image to our clients.”

His wardrobe contains basics like grey suits and blue suits and he tends to wear sport coats paired with dress pants to the office during the summer months.

“I bought a light blue linen sports coat last year and I think I get the most compliments on that jacket,” says Rudderham. “It’s perfect for summer. I wear it with a pair of dress pants and a shirt and tie for the office, or I can throw it on with a pair of nice jeans to go out for dinner. I love it.”

Rudderham says he’s learned a bit about fashion in the years he’s been travelling down to Duggers, but he prefers to trust their team when it comes to choosing pieces that fit and flatter.

“You can spend a lot of money on clothes and still not look put-together,” says Rudderham. “You need to have people who know what they’re doing help you create a look that works.” ■



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# How to care for your suit

Five tips to keep it sharp for years

By Heather Laura Clarke



Photo: Darren Pittman



Photo: 123RF, Grosescu Alberto

**A good suit is an investment** — not something you shuck onto the floor of your bedroom with the rest of the dirty laundry.

Suits are actually quite like pets: they need to be loved and cleaned and groomed and given time to rest. (Their lives can even be tragically cut short, as you'll see in No. 5.)

Ready to become a responsible suit-daddy? Here are five ways you can extend the life of your suits and keep them looking amazing for years to come.

## 1. A GOOD HOME

Let's start with the right kind of hanger. You want a thick, wooden hanger with rounded edges that fills out those shoulders nicely — rather than poking dents into the fabric. This will allow your suit to hang properly so it can return to its original drape.

Don't jam it into your closet so it can get wrinkled between two other garments. Give it a bit of space on either side.

Many suit owners swear by hanging their suits in breathable garment bags for extra protection, but don't stuff it in a bag until we've talked about the second thing a suit needs.

## 2. A BREATH OF AIR

Suits need to air out after you've worn them. This helps them return to their natural drape, but it also removes the moisture and odour that's built up in the fibres. Hang them up carefully and give them at least 24 hours (48 hours for a winter-weight suit) to dry out.

## 3. PROPER REST

The fastest way to ruin a suit is by wearing it too much. It will lose its shape and become a limp pair





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*Photo: Darren Pittman*

of dressy pyjamas instead of the dapper James Bond uniform it was born to be.

Don't wear the same suit more than once or twice a week and make sure you're hanging it to air for a day or two between wearings.

If it's a summer-weight suit, have it dry-cleaned at the end of the season before it's zipped into a garment bag for the colder months. This will ensure there aren't any lingering food particles that could become a feast for nasty suit-ruining moths.

#### **4. GENTLE GROOMING**

After you've worn your suit, you should be giving it a light brush to remove any dust, dirt and food particles. We like a soft horsehair

brush. If you spilled something on it, try to spot-clean it with water and a cloth.

It's a good idea to own a steamer so you can freshen up your suit in the morning before you put it on, which removes any wrinkles and gives it that crisp, oh-so-sharp feel. Steaming opens up the fibres in the fabric and can sometimes remove stains and stinky odours.

Don't own a steamer and have no intention of buying one? That's cool — just don't try to steam your suit with an iron. You're likely to scorch the suit's fabric and leave ugly, shiny patches that can't be fixed.

But wait, what about dry-cleaning? Isn't that even better than owning a steamer? It's time we sit down and have a serious talk about the

dangers of schlepping your suit off to that torture chamber.

#### **5. A PROTECTIVE GUARDIAN**

Your suit does not want to be dry-cleaned. Every time it's subjected to those harsh chemicals, it dies a little.

Even if you wear your suit once or twice a week, you shouldn't have it dry-cleaned more than twice a year. Think of dry-cleaning as the last resort, to be used only for a stubborn stain you can't remove or a stinky case of body odour that's beyond steaming and airing. Your suit will thank you for the TLC. ■

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# PROFILE



## Taking chances

Mickey MacDonald on business, fashion, friendship

By Heather Laura Clarke | Photos by Darren Pittman



**When someone strolls into a meeting wearing a nice suit but badly scuffed shoes,** Mickey MacDonald says he can't help but notice.

"It sounds like a small detail, but it makes you think they're a person who overlooks the details," says MacDonald. "You start to wonder, 'If they don't care about their appearance, what else don't they care about?'"

He isn't a fashion expert himself, but luckily he has

a good connection when he needs a new outfit.

MacDonald grew up in Fairview, running the roads with Duggers owner Ross McNeil. Back then, neither of them knew they'd grow up to become key players in Halifax's business community.

"It was a clan-ish kind of place where everybody got along well and had each other's backs," says MacDonald. "It was a fun place to grow up."

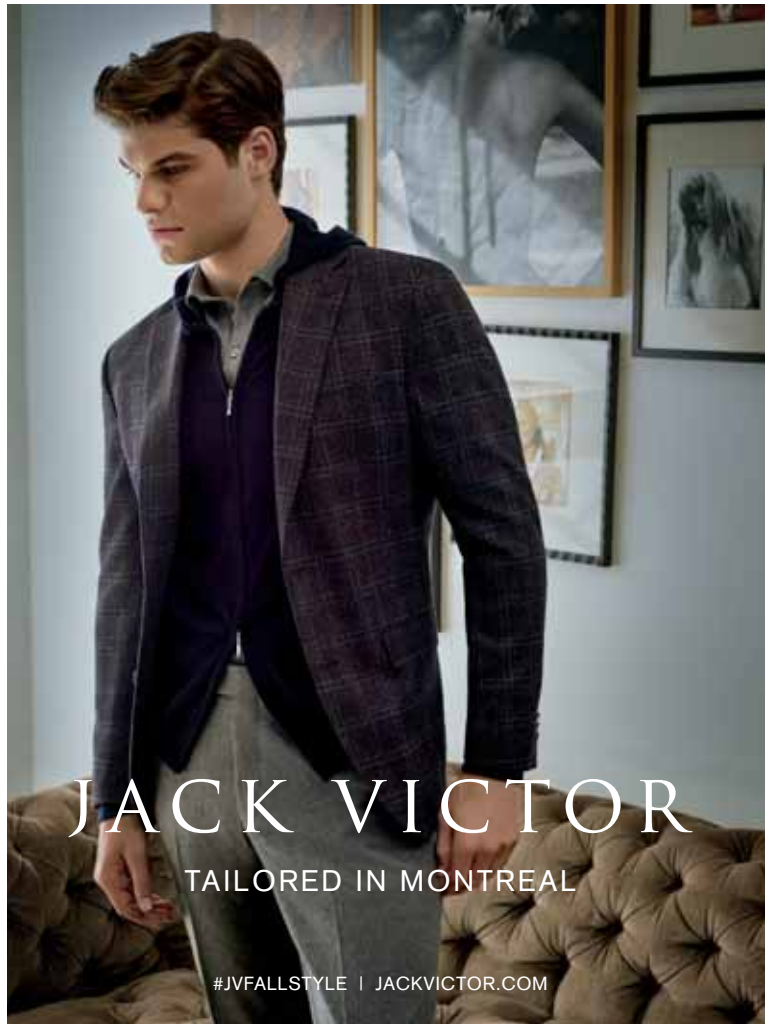
MacDonald says the McNeil family was always



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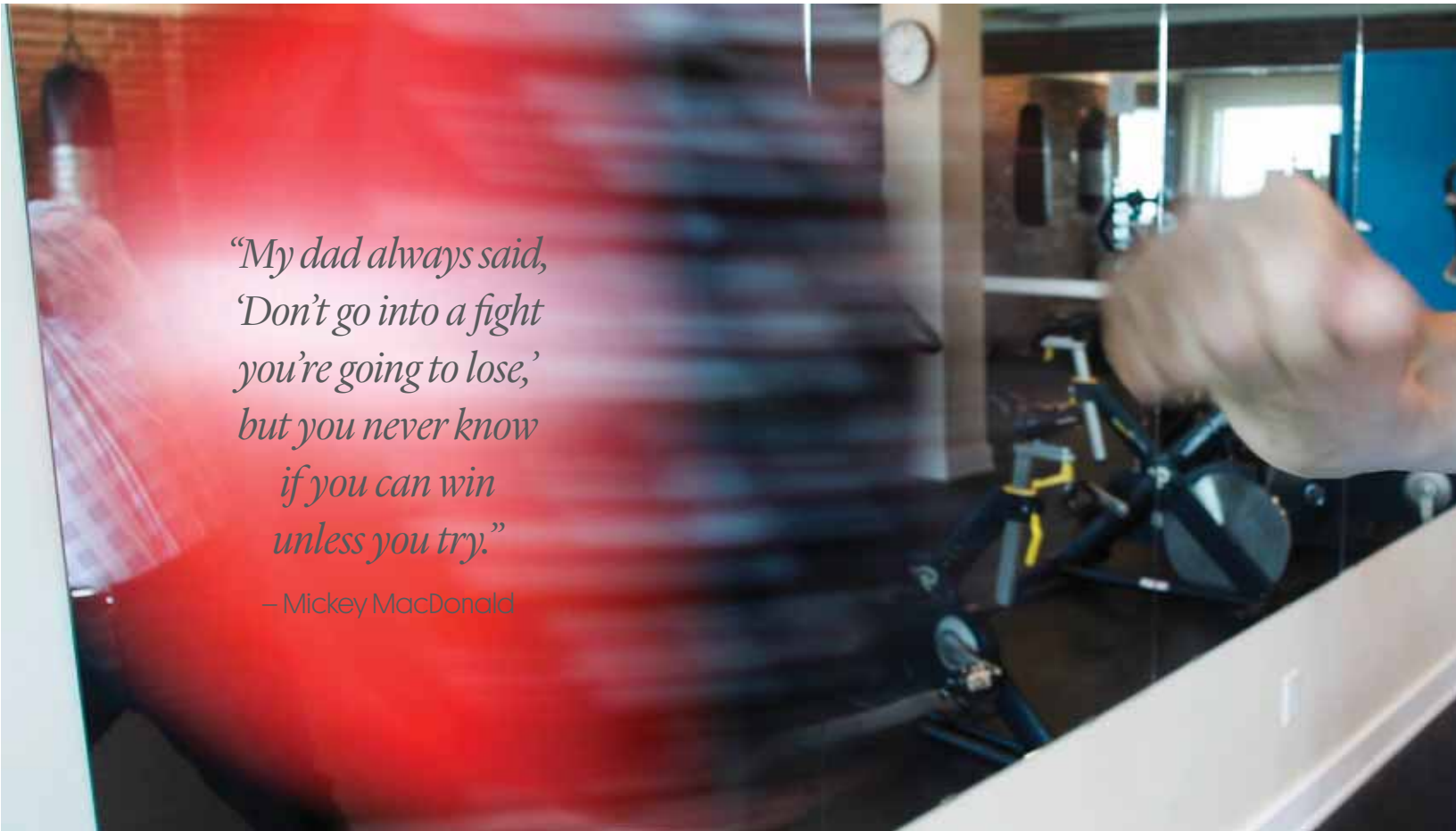
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*“My dad always said,  
‘Don’t go into a fight  
you’re going to lose,’  
but you never know  
if you can win  
unless you try.”*

— Mickey MacDonald

well-liked in the community. He remembers when McNeil’s dad, Dugger, opened Duggers Menswear in 1971. He also remembers feeling awed when McNeil — who was several years younger than him — took over the business.

“Ross really became the driving force behind Duggers and made the business what it is today. But we weren’t surprised — we all knew he was a star,” says MacDonald. “He worked hard to make things happen while the rest of us were still playing around. He was quite an example for us to follow.”

MacDonald’s road to success wasn’t as simple.

He grew up as one of seven children and dropped out of school in Grade 9. He moved around working odd jobs and was homeless for a spell before he started a competitive boxing career. He went on to grow DownEast Communications to 55 locations across Atlantic Canada before selling it to Aliant in 2004 for an estimated \$50 million.

Today, the Halifax entrepreneur is behind many of the city’s biggest businesses. He’s a major shareholder in Clearwater Fine Foods Inc. and owner of The Chickenburger. But MacDonald says he doesn’t think of himself of anything more than “just a worker.”

“I’m just a guy who creates stuff,” says MacDonald. “There’s no substitute for hard work.”

MacDonald, a father of two sons and two daughters, says he believes children should be taught to contend with failure so they aren’t afraid to take chances in their life. He says the key in business is to stop being afraid of making



a mistake because “you really never taste success until you’ve experienced failure.”

“My dad always said, ‘Don’t go into a fight you’re going to lose,’ but you never know if you can win unless you try,” says MacDonald. “You need to use that fear to motivate yourself, go the extra mile and push yourself beyond your limits.”

He and McNeil actually worked together for a while on Mills — Halifax’s high-end womens’ fashion retailer. MacDonald says they struggled to find the right people to run the show, laughing that he “knows nothing about women’s clothing. He ultimately sold the business in 2012, three years before it went into receivership, but remains good friends with McNeil.

“I go see Ross to buy all of my clothes and take his advice on what to wear — and what not to wear,” says MacDonald. “He’s always right on top of the trends and he’s in the business of knowing what looks good.”

In his decades in business, he says MacDonald learned that what he calls “dressing sharp for success” isn’t just about throwing on a decent suit and tie.

“People have a certain look and feel about them and it’s more than just their clothes. It’s how everything works together and what that says about them,” says MacDonald. “With Duggers, you can put together the latest trends and look like a confident, competent professional.” ■



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TRAVEL

# Packing with polish

A guide to getting ready for your next trip



Photo: 123RF, Olena Kachmar

By Heather Laura Clarke

Photo: 123RF, Arthorn Boonkasem



**Packing for every vacation is different, depending on where you're going, when you're going, what you'll be doing and with whom you'll be doing it (ahem).**

Instead of overpacking and winding up at your destination without the right pieces, we've taken the guesswork out of this chore — virtually laying everything out on your bed so you can fold, roll and tuck it into your bag hours before departure.

From seaside soirees on Cape Cod to mid-afternoon cappuccinos in the City of Light, we've got your packing list covered.

## SUN + SAND

Whether you're planning on napping in a lounge chair in the sun, preferably with a cold drink in one hand, or seeking thrills on the fastest gadget made to skim the surface of the ocean, you'll need a bag packed with mostly shorts and T-shirts.

But you'll need to bring along at least one shirt for nice dinners when everyone changes out of their bathing suits. We like the Eton Casual collection of shirts made from rawer, untreated fabrics in different weaves and unexpected patterns. There's a slim-fit denim shirt, subtly printed with koi fish, or a splashier Hawaiian print resort shirt made from muslin.



A fashion advertisement for John Varvatos U.S.A. featuring two male models walking on a set of train tracks. The model on the left has long, wavy brown hair and is wearing a brown suede jacket over a grey t-shirt and light-colored trousers. The model on the right has short dark hair and a goatee, wearing a brown leather jacket over a patterned shirt and dark trousers, with one foot resting on a rail. The background shows a landscape with green hills and trees under a clear sky. The text "JOHN VARVATOS" is in white serif font, followed by a red star logo, and "U.S.A." is in white serif font.

JOHN VARVATOS  U.S.A.

If you'll be golfing — of course you'll be golfing, right? — you'll want to pack an outfit from the Tommy Bahama golf shop. Golf 18 holes without sweating through your shirt with a polo made from their signature moisture-wicking fabric that uses 37.5<sup>®</sup> Technology. We're also obsessed with the South Shore reversible sweater, which has a casual saltwater-wash effect and exposed seams on one side and reverses to reveal a dressy clean-seamed sweater.

**Don't forget:** Sunscreen, a good facial moisturizer and extra underwear to accommodate the many, many post-swim changes. Bonus points if you're packing SAXX, the super-soft undies with flat-out seams, an anti-roll waistband and their famous BallPark Pouch™ for keeping everything comfortably in place. They'll feel heavenly when you slip them on after a day of seawater and sand chafing.

#### PORT + STARBOARD

From weekender yachts to cruise ships with their own waterparks on board, every seaman needs a comfortable, crisp wardrobe without a lot of fuss.

Vacations like these are what Paul & Shark Yachting was designed for, with an emphasis on nautical white and navy stripes, simple sweatshirts, cotton stretch Bermuda shorts and loose jackets.

Their clothes are actually engineered for hurricanes, crafted in Italy using lightweight Japanese fabrics that repel water. We love the shark motif, oversized collars and pops of colour against the sea of navy and white.

**Don't forget:** Anti-sea sickness bands or medication (just in case), bathing trunks that will dry quickly, a sweatshirt for cool evenings on the deck, a light jacket for windy mornings and a limited selection of shirts, shorts and pants that can be mixed and matched. There may or may not be an iron in your room, so stick to fabrics that won't crease easily.

#### PEAKS + SKIS

Any mountain vacation requires at least one sumptuous, well-fitting cashmere wool sweater. We're fans of the Armani Collezioni ribbed crew-neck sweaters that will keep you warm on the slopes and look great for après-ski drinks and dinner.

If you'll be heading out for a hike, you'll want to dress in layers to regulate your body temperature as you start to sweat. We like the BOSS by Hugo Boss cotton blend zip-up sweaters, which have an easy, sporty feel and are easily layered.

**Don't forget:** A good pair of gloves with silk or merino wool liners, lip balm to combat the dry mountain air and waterproof socks — like a wool-blend — to wick moisture away from your feet, whether they're snapped into ski boots or hiking boots.



Photo: 123RF, Konrad Bak

#### PINE + SALTWATER

It's going to be buggy by the lake, so be sure to pack lightweight pants — not just shorts — for hanging on the dock or taking the boat out for a spin. Classic-fit cotton chinos, like our favourites from Ted Baker, are made with a bit of elastane for a slight stretch as you step into the boat or climb the steps back to the cabin.

Pack light, comfortable polo shirts for barbecues and bonfires, like the 100 per cent linen ones by Stenströms. These high-quality shirts have been made in Sweden since 1899 and they never skimp on even the tiniest details — like the mother-of-pearl buttons on each linen polo.

If the temperatures will be dipping, pack a denim shirt that can be tossed on over a T-shirt. We're digging the well-worn look of the Eleventy denim shirt, which comes in classic blue or a perfectly faded black.

**Don't forget:** Bug spray (and anti-itch cream for those bites), a waterproof case for your phone and a great pair of sunglasses so you can see clearly when the midday sun is glinting off the lake.

#### LUMACHE + LIMONCELLO

A European vacation usually means you'll be doing lots of walking, so every outfit should be based around what's on your feet.

Leave the beat-up gym Nikes at home and pack shoes that are comfortable and still slick, like Canali's white leather, low-drop sneakers. You can throw them on with jeans and stroll into any museum, gallery or cathedral without looking like a dude who's about to break into a jog.

If you want something a little dressier, we recommend Canali's saffiano leather loafers. The rubber sole and calfskin composition says, "Let's walk instead," and the monogram horsebit on the upper says, "They aren't your dad's old loafers."

**Don't forget:** A universal plug adapter so you can plug in your electronics, photocopy of all of your IDs, credit cards and travel docs (just in case) and a sports jacket. Sure, you're surrounded by fanny-pack-wearing tourists in high-waisted jeans, but they (presumably) aren't following you into the same restaurants after your tour of the Colosseum. We're all about classic Copley sports jackets, which can be dressed up or down as your reservations dictate. ■

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