

THE REFINERY

Shop Like a Parisian in TORONTO!

TORONTO, ON, June 8, 2009 — Believe it or not, there's a refined Paris shopper in every Toronto woman! It's where you shop that really matters when it comes to letting your personal style shine! So where do you start with hundreds of designer shops in the city, and new boutiques opening daily? Toronto's first ever boutique shopping tours can help you separate the unique from the ordinary.

From Paris with Love

The boutique shopping tour concept, which originated in Paris, comes to Toronto via **THE REFINERY**, a Toronto based image consulting firm. The tours break away from traditional department store shopping, and are perfect for those looking to explore Toronto's fashion scene and learn about personal style along the way.

Chic City Boutiques

"It can be overwhelming for those shopping in Toronto. As an image consultant, I come across so many unique clothing and accessory boutiques every day that the average shopper doesn't even know about," explains Wendy Woods, Founder and President, **THE REFINERY**. "Our boutique shopping tours showcase all of the fashion and flare that Toronto has to offer, while supporting local businesses. "

Style with a Smile

THE REFINERY embraces individuality and welcomes you with a warm smile - you'll feel totally at ease with these fashion know-it-all's. Each stylist offers objective advice when it comes to style, body shapes, colours and accessorizing – They're like a best friend with professional advice. Targeted to everyday women: shopaholics, new moms, entrepreneurs, 9-5'ers and retirees, the walking tours are broken out into five different themes and run weekly.

THE **REFINERY** tours are perfect for a “girl’s day out”, bachelorette and make a unique gift... especially for yourself! Each tour costs \$95 per person and runs about four hours.

THE **REFINERY** Boutique Tours

MADE IN CANADA

Get an up close look at local designers who inject Canadian pride and personality into their collections — this tour explores everything from redesigned vintage and funky knits to creative costume jewellery.

CASUAL CHIC

Invigorate yourself with polished-looking outfits that look fabulous, feel comfortable and fit your personality. This tour leads you to boutiques perfect for building a ‘go-to’ casual wardrobe resulting in a pulled-together look beyond your 9-to-5.

ACCESSORIZE

This tour will open your eyes to accessories that will complement your personality, your wardrobe – and budget!

SHE'S IN A MEETING

Get ‘office ready’ with a tour of Toronto’s best boutiques specializing in high-quality pieces that prepare you for a job interview, a new role or a professional wardrobe overhaul.

LADIES WHO BRUNCH

Before a bachelorette party, after high tea or just for some plain old fun... These totally customizable shopping tours are a fresh way to spend time with a group of your best girl friends while getting star treatment from a personal stylist.

About THE REFINERY

Established in 2007, **THE REFINERY** is a creative image consulting company with a strong belief that every woman deserves to be stylish - all you need are the right tools.

THE REFINERY provides everyday women with the fashion tools they need to explore and enhance their personal style with the following services: Personal Styling, Shopping Tours, Wardrobe Overhaul, Shop Your Closet, Colour Analysis and Style Parties.

Targeted to everyday women, **THE REFINERY** will help you learn the specific skills you need to feel confident, elegant, and chic everyday! A supporter of small businesses, **THE REFINERY** services help boutiques in Toronto gain exposure and thrive. For more information visit: www.therefinery.ca.

About Wendy Woods

Wendy Woods, **THE REFINERY** founder, is a certified image consultant with extensive training at the International Image Institute, George Brown College and a graduate from McMaster with an Honours Commerce degree. She lives by the philosophy that “fashion is a business; personal style is what you choose to wear to compliment your unique body, personality, colouring, and lifestyle.”

She has appeared on The Real Life, Star Report and is a regular contributor to MUM Magazine. Wendy has held workshops at Seneca College, York University, and Shopgirls, and is also an active member of the Association of Image Consultants International.

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For more information about **THE REFINERY** and the new boutique shopping tours, please contact:

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