



Make it special for Mom

Contemporary mom maintains fashion career close to home

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Advertising Features

Bringing the mountain to Mohammed by establishing a career close to home is the dream of many women with young children.

Long-time Unionville resident, Celia Love, has succeeded in fulfilling that goal, working minutes away from her home and child on the community's trendy Main Street in the largely downtown-based fashion business.

The English native established Blessington Love & Associates five years ago offering her services as an independent fashion public relations and promotions coordinator. The business is housed in an office complex in The Queen's 400 and thanks to technology and a good dose of determination Love has managed to service her diverse clientele without being in the hub of Toronto's fashion epicentre.

"My job is to promote a client to the media for editorial exposure," says Love during an interview in her Unionville office. "It was my dream to have an office here. I've got the best of both worlds in that I've continued working in my field, traveling only as far as downtown

Toronto but I can be home with my son at a moment's notice."

The promotional aspect of her work entails creating press kits for a client complete with written

material to spark a particular media's interest as well as photographs for potential publication. The English native is the link between a designer or retailer and a media outlet and cultivates an intimate working relationship with her clients.

These have included national companies such as Roots and Kettle Creek as well as the local Unionville retailer, Giliam's.

The onset of motherhood six and a half years ago made Love reassess her then position as public relations director for Hamil Textiles. The position entailed a great deal of travel to Europe and the U.S. and she finally left the company in 1990 to spend more time with her son.

Contacts made there as well as from a previous

position at Lee Jeans, with designers and the media, ignited the idea for starting her own business as an independent in the field soon after her departure from Hamil, she says.

"I started off with a few small clients and the first year was a tough one," she recalls with a smile. "Having your own company certainly has its own stresses and strains but so far, the positives have outweighed the negatives. It's been satisfying to watch the whole thing grow."

The biggest challenge Love takes on consistently is the bi-annual Toronto Ready to Wear fashion shows. Open to the media as well as retailers, the event links designers directly to the consumer.

Love is at the crux of the shows working closely with all the designers and organizing the city's major fashion event from the get-go.

In an industry that is considered synonymous with superficiality and peopled with temperamental and self-centred characters, Love

herself is grounded and has a calm, elegant demeanor. She maintains that the fashion world's frivolous image is largely a stereotype and emphasizes people she's worked with who include such well-known Canadian designers as Loucas Kleanthous, Brian Bailey, Lida Biday, and Comrags as well as locals such as Denny Martin, are professionals who take the rag trade very seriously.

But the mix of personalities she deals with makes for a job that's seldom boring and sometimes causes sparks (of excitement) to fly.

"I feel it's a stimulating field to be in," she says. "It's varied, it's creative and it's very high energy. I love it."

Enter the Markham Economist & Sun's Mother's Day Contest (see details page 14) and be eligible to win prizes for mom as well as a spotlight on her in next weekend's paper. Hurry! Contest deadline is May 8, 1996.



Celia Love brought her dream to fruition by juggling motherhood and career right here in Markham.

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