

# Miriam Joy offers treasures forever

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Stocking the shelves with tradition, the sisters behind the concept of Miriam Joy are banking on people's penchant for the past. The store, which officially opens this Friday (April 26) in Cascade Plaza, is named after the mother of Rokie Bernstein and Megan Halprin. The crown stenciled into the flooring is the same symbol their mother, who died five years ago, used to draw next to her own name.

Opening a store in her mother's name, using her signature and her colours "feels very different and very special," said chief financial officer Halprin.

"We've tried to bring out her personality in the store," said Halprin.



Megan Halprin

The clothes, cashmere sweaters and reversible vests specially designed offshore and a unique line of furs, are

meant to offer people a quality line of clothing, said Halprin.

"The idea is that when you buy good clothes, they're quality and they're a little bit unusual. Some stuff is exclusive to us. But you truly are buying a treasure forever."

Despite an economic downturn in tourism after Sept. 11, Snowflake, Miriam Joy's predecessor on Banff Avenue, did quite well financially. While Snowflake features a large number of Canadian designers, Miriam Joy offers a mix of Canadian and Asian-made labels.

The idea to open the new store came when Halprin and Bernstein were sorting through their mother's clothes and found several cashmere sweaters wrapped in tissue.

"Mom always said she didn't understand business, but she always had good taste and believed in investment dressing," said Halprin.

As a result, photos of Miriam Joy wearing her own cashmere and fur are featured in the store, alongside pictures of her three granddaughters, Allie, 13, Sarah, 25, and Miel, 27, wearing the same clothes several years later.