

**INTRODUCING... THIS MONTH'S NEW MEMBER SPOTLIGHT!**

## The Earth Collection



*The New Member Spotlight is a new feature that will showcase a different member's business every month. If you own a new business or property in our area, please contact us to be considered for our next New Member Spotlight. Additionally, we are always looking for interesting story ideas for our quarterly electronic newsletter. Feel free to get in touch with us! [Click here](#) to view our entire Waterfront BIA membership directory.*

What could go better with the laid-back lifestyle of our waterfront community than casual and comfortable clothing? That was the thinking behind the decision of owners Bonnie and Alan Kiddell to bring their boutique store, THE EARTH COLLECTION, to Queen's Quay Terminal. Bonnie explains, "There are many great neighbourhoods in Toronto, but The Waterfront

as the right mix of locals and visitors, similar to Niagara-on-the-Lake, where our first shop is thriving."

The shop carries classically designed garments made from 100% natural fibres for women, men, children and babies. You may recognize the brand because the collection is sold in over 500 stores around the world.

The concept embraces eco-friendly and ethical production. Bonnie says "customers can both look good and feel good". Strict practices ensure that products like bleach, heavy metals and sizing are not used. "Our ethical principles are simply good business practices", adds Alan. "Consumers are very aware of the impact of their purchasing decisions but, of course, our clothes must also look great and feel comfortable or no one will buy them."

Collections are produced in cotton, or blends of cotton, linen, silk, and wool. Clothing for babies and children is always made from 100% certified organic cotton.

"Out-of-town visitors love our clothes because they travel so well", says Bonnie, "and the locals love them because they are perfect for lakeside living".

Store hours – Monday to Sunday – 10:00 to 6:00pm

207 Queens Quay, Queen's Quay Terminal  
416-805-0869 [www.theearthcollection.com](http://www.theearthcollection.com)

### A FREE PROMOTION FOR YOUR BUSINESS... 40+ MEMBERS HAVE ALREADY JOINED!



Working together, WE launched the Waterfront Experience "WE" Card, an exciting new discount card program for participating retailers in our area. Ten thousand complimentary cards were distributed at the Redpath Toronto Waterfront Festival. To get started, simply provide us with a Special Offer or Promotion and we'll post it to our website. Display one of our small vinyl signs in your window and you're ready to go!

[Visit our website to download your Participation Form today!](#)