

Viewers from across Canada tune in daily to see the gorgeous and effervescent Tracy Moore host the wildly popular show *Cityline* on City TV, but now we are seeing her name pop up in other places, such as on the label of jackets, dresses, skirts and pants!

Tracy Moore™ Designed by Freda's is a collaboration between Tracy and Freda's, a well respected design house/boutique in Toronto, who have been styling Tracy Moore since she joined *Cityline* as host in 2008. The Spring 2017 collection will be unveiled on April 2 on The Shopping Channel, headquartered in Mississauga. With sizes ranging from two to 20, and price points starting at \$90, the collection is inspired by Tracy, a busy working woman, wife and mother of two, and adaptable for any woman who needs just the right pieces in her closet to wear for any occasion.

Recently we met up with Tracy at her home in downtown Toronto, where she invited us into her walk-in closet for a sneak peak of her new Spring 2017 Collection. Dominant colours in the spring collection are coral, teal, cobalt, navy, ivory and black. Subtle prints add pattern add interest to a capsule wardrobe that consists of 15 pieces which will take you from day to night.

Cityline Host Tracy Moore

What's in her closet?

story **Laurie Wallace-Lynch** photography **Steve Uhraney**

"These are pieces I love—pieces I wear on *Cityline*, to events and in my life!" exclaims Tracy, as she models six outfits from the collection, changing with rapid-fire Clark-Kent-to-Superman succession. And yes, she does get to keep the clothes. "Freda's gives me a line of samples in my size to wear on *Cityline* and to promote the collection."

Other well known celebrities you may see sporting the Tracy Moore TM Designed by Freda label are Dina Pugliese from *Breakfast Television*, fashion stylist Lynn Spence, along with Sophie Grégoire-Trudeau, wife of Prime Minister Justin Trudeau who wore a red off-shoulder dress from the 2016 Holiday Collection to greet the Chinese Premier. "This is only our third collection and for a Canadian icon to be wearing our dress, it was such a stamp of approval," says Tracy. "The dress sold out immediately and we did a second run. We call it the Sophie Effect."

Freda's is a mother-daughter high-end designer boutique owned by Freda Iordanous and her daughters Elaine Iordanous and Paulina Georgiou. "Playing off the TM initials

of Tracy Moore's name, the made-in-Canada brand is about being true to who you are, and the mix and match versatility of the pieces enables you to trademark your own personal style," explains Elaine, who designed the collection in collaboration with Tracy.

To prove the versatility of her new collaborative collection, Tracy sashays into her spare bedroom/giant closet wearing a stunning black and white Assymetric Cross-Over Dress. She slips on a pair of bright red, mile-high heels for an instant vaa-boom effect. "This outfit would be perfect to wear to church, a baptism or a spring/summer wedding," says Tracy. "I feel dressed up, but not over the top."

Second up is a casual look; a striped Boyfriend Jacket with Rouched Sleeves, worn with a white t-shirt, Pull-on Centre Seam Black Pants—and white Adidas runners. "This look is great for weekend shopping, a lunch date or going to the movies," says Tracy, who is routinely recognized, even at the grocery store. "I'm making it very Ellen DeGeneres with the sneakers, but you can dress it up or down. To dress it up,





I would wear a pair of fuschia pink heels or a caged sandal or a severe stiletto—one that’s a weapon-looking kind of shoe!”

A peek inside her closet (complete with a stained glass window in her renovated Victorian home) reveals a staggering shoe collection in every colour imaginable, thanks to Town Shoes which outfits her for Cityline.

“I have over 100 pairs,” laughs this shoe-a-holic. “Do you ever wear flats?” I ask, seeing that the majority of her shoes and boots have high heels; some as high as the CN Tower! “As soon as I’m off-air!” she laughs. In fact, she answered the door wearing furry slippers.

It’s obvious that Tracy loves her next look; a Teal Peplum, Three Quarter Sleeve Top with matching Pull-on Skirt. “This outfit is perfect for a special night out or a gala—you can

dress it up with a statement necklace and fancy dress shoes for a gala,” she says, swirling to show us the asymmetric peplum cut. “I am all about peplums. They are so figure flattering and hide your tummy.”

As if she needs to worry about that! The svelte 5’ 7” model-like celebrity works out daily with a trainer, practices yoga and participates in races for charity. For one of our shots, she balances on one foot, wearing sexy animal-print heels. “My trainer would be proud I can balance on one foot this long,” she laughs. Those killer heels from Town Shoes and animal print clutch from Nine West are the perfect accent to her White Three-Quarter Sleeve Rouched Dress. “This is a society- lady look that I would wear to a charity brunch,” she smiles. “We added ruching over the tummy area. Freda’s

is a dressmaker designer who knows how to accentuate a woman's figure."

The majority of the fabrics for this season are lightweight, breathable, washable and durable for packing. Made of polyester, a poly/cotton/spandex or rayon/nylon/spandex blend, there's lots of stretch in the fashions.

Top trends in the Tracy Moore™ Designed by Freda's spring collection include cold shoulder and off-shoulder blouses, hi-low styling, ruch detailing, pleats and nautical stripes.

Tracy models one of her favourite looks; an Off-Shoulder Butterfly Blouse worn with her own white denim jeans. "I am all about off shoulder and cold shoulder looks. I loved them in the 90's and I love them now!"

For Girls' Night Out, Tracy sports a Coral Relaxed Collar Cropped Blazer with Joggers from the fall collection. "Joggers are my way of doing casual," she muses. "I can go to school plays or parent-teacher interviews and look pulled together, but be uber comfortable. I'm 42 and I feel that women my age still want to look funky and on-trend, but look age appropriate—not like they are trying to look like their 16 year old daughter."

Tracy's life takes her from the gym to red carpet events like the Grammy Awards in Los Angeles. The former City TV news reporter talks about lessons learned along the way: "The biggest lesson I've learned is to put aside my ego and take risks by not being afraid to ask silly, or difficult questions," admits Tracy. "I think it takes you to a better place and helps me connect with my audience. People know that I'm a disaster in the kitchen and my life is hanging on by a thread! (Giggles) I think they appreciate my honesty. I have a no BS policy with my audience and this creates a level of trust. It's about being who I am."

And now she has a clothing line that reflects that too.

Tracy Moore™ Designed by Freda's available through www.theshoppingchannel.com. For more information visit www.fredas.com, www.cityline.ca ☎

