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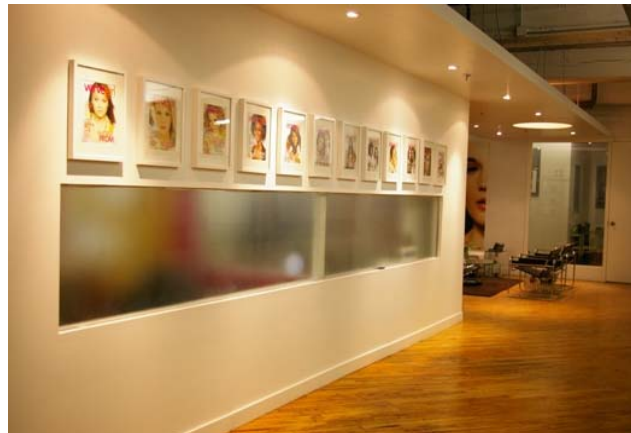
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Vervegirl HQ gets a Major Makeover!

03-05-2008

By Priya Panda

We at Vervegirl absolutely love our refurbished digs and we owe it all to Allen Altman of Toronto's Allen Altman Design. Allen came to our attention after working with our president, Kaaren, to collaborate on the design of her home. Thrilled with the result, our headquarters were also revamped for the new year.



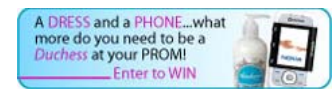
Since we're growing and are heading in a new direction, we thought a little change would energize the atmosphere. Our open concept, loft-style space was getting a little tight, so walls were removed creating the illusion of space. "I wanted the office areas to have a natural feel of water like a glacier," Allen tells us.

Inspired by Europe's ingenious methods of architecture and design that make the best of not-so-spacious spaces, Allen "felt the offices needed a fresh and sleek look that would be timeless, not trendy."

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Allen made choices that accent the hardwood floors and exposed brick that gave Vervegirl HQ a warm and cozy feeling. "I used brushed chrome and frosted glass partitions on a backdrop of palladian blue." For urban balance in keeping with the historic elements of the building (401 Richmond once served as a factory producing lithography on tin-ware), Allen did not sell us short!

"I introduced white leather and brushed chrome ergonomic office chairs and glossy wood desktops," says Allen. "I'm glad everyone in the office loves the fresh new functional space." Of course, Allen is partial to a certain part of his vision. "I am especially pleased with the design impact of the new sleek urban entrance and the peaceful adjacent hallway of covers."

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