

# Boutique 5e Avenue feels right at home on Laurier

'Celebrating 25 years is not something you get to experience every day,' owner says

VANESSA MURI  
SPECIAL TO THE GAZETTE

Boutique 5e Avenue has plenty to celebrate: It has not only been a survivor for 25 years on Laurier Ave. W., but last year moved across the street to digs triple in size. Recently, it marked its anniversary with a sparkling fête, with red carpet, sushi, oysters and bubbles galore.

Glowing in her little black dress with sequins, owner Danielle Gélinas was on a high.

"I'm feeling great, very proud. It's a lot of work to plan an event like this, but celebrating 25 years is not something you get to experience every day.

"All the people here I know and love. To have them here with me, at home — because this feels like my home — is special."

Now with 3,000 square feet of space, Gélinas expanded her selection of high-end clothing and accessories for women 30 and up. On the racks, you'll find European labels like Marc Cain, with quilted jackets from Luisa Cerano, floral peplum tops from Airfield and fall booties from Swims on the shelves below.

Aside from more inventory and spacious changing rooms, there is room for a small coffee bar, where an espresso or apéritif may be sipped between fittings. Every few weeks on a Thursday evening, 5e offers "5av-7" soirées with music, drinks and hors d'oeuvres.

The fashion bug bit Gélinas at a young age. She started her first sewing class at 12 and made all her own clothes. After studying finance, she dreamed of owning her own boutique.

"I wanted a place where shopping was a complete experience, where people would feel at home in the store. ... That's how 5e Avenue was born."

In 25 years, she has seen changes in the way that women shop. "Women have less time, they travel more and more, they're more active and they dress with more contemporary style. Twenty-five years ago, a woman might have let her age determine her look, but now she just wants to be modern."

5e avenue, 371 Laurier Ave. W., Montreal. [www.5av.ca](http://www.5av.ca)



PHOTOS: JOHN MAHONEY/THE GAZETTE

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