



## Dear Friends,

We are going through a unique period in history, not only for us as Canadians but for humanity. The COVID-19 pandemic has impacted each one of us, changed how we live, how we behave and how we interact with each other. Yet, what has been encouraging through this time, is how so many Canadians have stepped up and volunteered to help those in need. It epitomizes what being a Canadian is all about.

Here at KING & BAY, we too experienced the generosity of our fellow Canadians. Our clients stepped up by donating over 700 shirts to our SOYB Facemask Challenge. Meanwhile, our staff at KING & BAY along with a team of community sewers produced and donated over 15,000 facemasks to those in need. We are so grateful to our clients and colleagues for doing their part in supporting Canadians and being exemplary citizens. As we move into the Fall, and days more promising, we are pleased to share our new collection for Fall 2020. The aim of the collection is to inspire optimism in the future, to transport us beyond the confines of the pandemic to a time when life is less complicated.

As you look through our collection please know that we have taken all the necessary precautions, following all government COVID-19 protocols, to create a safe space for you to visit us in our private lounge. Alternatively, if you feel more inclined to shop from the convenience of your home, we would like to introduce to you our\_Virtual Style portal which allows you to have a virtual consultation with one of our Master Clothiers.

We look forward to seeing you. We wish you a safe and enjoyable Fall and Holiday Season.

Sincerely,

KING & BAY

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