

Market Watch

S&P/TSX	S&P 500	DOW	NASDAQ	DOLLAR	OIL per barrel	GOLD
19,062.91 +345.79	3,911.74 +116.01	31,500.68 +823.32	11,607.62 +375.43	77.32¢US +0.29¢	US\$107.62 +\$3.35	US\$1,830.30 +\$0.50

From Roots to Canada Goose, Canadian retailers use collaborations to woo customers

BRETT BUNDALE
The Canadian Press

Roots Corp. has been doing collaborations since before they were cool. Just ask Karl Kowalewski, head of the Canadian brand's leather factory since the company was founded nearly 50 years ago.

He's designed shoes for Richard Gere and Eugene Levy, a leather goods collection with writer and visual artist Douglas Coupland and more recently a varsity jacket with The Weeknd and the XO brand.

Some of the collaborations were commercialized. Most weren't.

"We've always been passionate about human connection and building relationships," Roots president and CEO Meghan Roach said during a recent interview. "It's been part of the ethos since day one."

What started organically for retailers like Roots is now a massive part of the industry's product innovation and brand marketing strategy.

Canadian retail heavyweights like Lululemon Athletica, Canada Goose and Aritzia have all introduced collections created through collaborations. The limited-time products often generate hype and sell out quickly.

Newcomers on Canada's retail stage, like upscale outerwear company Moose Knuckles, are even hiring executives specifically to head up collaborations.

"Every time you do a collaboration you create something new that's never been done before," said Julia Yu, senior director of collaborations for Moose

Knuckles. "Collaborations let us leverage other people's creativity by allowing them to play around with our iconic outerwear pieces."

The partnerships often involve established companies teaming up with up-and-coming brands or famous celebrities like musicians or athletes.

Unlike a simple endorsement, where a celebrity might wear a clothing item or feature a product on social media, creative collaborations involve a coming-together of minds, retail experts say.

The idea is for two brands, or individuals, to develop something that's greater than the sum of its parts.

The appeal for established retailers is to stay relevant with existing customers while attracting new generations. For new brands, teaming up with a bigger player can help them reach a wider customer base.

While some partnerships are a true creative collaboration or involve a cause or charity, many boil down to money and marketing, retail expert Bruce Winder said.

"Money is a big part of collaborations," he said. "Some of these partnerships are absolute home runs and generate a ton of profit. That's why we're seeing so many of them."

Sometimes collaborations see high fashion designers merge with mass market brands, like Balenciaga pairing up with foam clog maker Crocs.

At other times, musical artists join forces with apparel companies, such as Drake and his clothing brand October's Very Own, or OVO, partnering with lux-

ury parka maker Canada Goose.

"The perfect collaboration is achieved when two brands working together create products that neither partner could build independently," said Woody Blackford, chief product officer with Canada Goose.

"Working with new collaborators allows us to use fresh and distinct perspectives, inspiration and skills with the creative minds of our internal design team."

While collaborations are now proliferating throughout the retail marketplace, the approach has been around for decades.

Classic collaborations involve an apparel heavyweight teaming up with an athlete superstars like Nike and Serena Williams.

"These types of collaborations are mutually beneficial and strengthen each other's brands," said Charles de Brabant, executive director of the Bensadoun School of Retail Management at McGill University.

Some of the "tie ups" are short term, like when two apparel companies come together to offer a limited-time "capsule collection," he said.

The novelty aspect of the collaboration helps drive interest and sales, de Brabant said.

At other times, like when a sports brand signs an athlete, the partnership can last decades, he said.

"Tie ups with individuals can last a long time," de Brabant said. "That's why whenever you collaborate, you want to ensure the values align."

Job vacancies grow in April to just over one million, wages rise in tight market

The Canadian Press

Statistics Canada says the number of job vacancies at the beginning of April hit just over one million, up more than 40 per cent compared with a year earlier, as the tight labour market helps push up wages and fuels inflation concerns.

The agency says employers in Canada were actively seeking to fill 1,001,100 vacant positions, up 23,300 from March and a gain of 308,000 compared with April 2021.

The job vacancy rate, which measures the number of vacant positions as a proportion of all positions, was 5.8 per cent in April compared with 4.4 per cent in the same month last year.

The shift comes as employment numbers tick up across the country.

"In April, for the first time, payroll employment in all provinces had either returned to or surpassed levels seen in February 2020, prior to the COVID-19 pandemic," the agency said in its report.

The Bank of Canada has pointed to the high level of job vacancies as showing a clear need to rein in the economy as it tries to tackle inflation.

"The labour market is one of the clearest signs in Canada right now that we're in excess demand," said Senior Deputy Governor Carolyn Rogers at a talk earlier this week.

"We have a million vacancies. If you talk to businesses right now, they'll tell you they're having a really difficult time filling those jobs."

The tight labour market is also helping to drive up wages, which can contribute to inflation.

Friday's numbers showed the average weekly earnings were up four per cent in April from a year ago, though workers were still effectively losing out as inflation ran at 6.8 per cent for the month.

Some sectors have seen higher pay increases though, with retail trade wages up 11.7 per cent, professional, scientific and technical services up 9.7 per cent, and manufacturing up 8.2 per cent. Arts, entertainment and recreation was the only industry to see a decrease at negative 4.5 per cent likely from the hiring of more lower-paying hourly employees.

BMO chief executive Douglas Porter said in a report Friday that one of the reasons core inflation was growing was because cost pressures are spreading amid a tight job market.

He said and that Friday's wage numbers showed that on a fixed-weight measure there was a jump of 6.2 per cent year over year for April, well above other wage indicators this year and about one percentage point higher than the prior high in the 30 years of the data set.

"After a long stretch of surprising calm for Canadian wages, the payroll survey just fired a shot across the inflation bow," he wrote.

The wage increases come as the number of job vacancies hit a record high in several sectors including construction which saw the number of job vacancies hit 89,900 in April, up 12,000 from March and up 27,200 from April 2021.

The number of vacancies were also at a record high for professional, scientific and technical services; transportation and warehousing; finance and insurance; arts, entertainment and recreation; and real estate and rental and leasing.

The health care and social assistance sector saw the number of job vacancies fall to 125,200 in April from a peak of 147,500 in March, however they were still up 21.3 per cent compared with a year earlier.

PUBLIC NOTICES



8AM - 4PM SPECIAL SERVICES

Electric Outages.....	403.529.8260	Water & Sewer Emergency	403.502.8042
Gas Emergency	403.529.8191	After Hours Special Services.....	403.526.2828

DEVELOPMENT PERMITS APPROVED JUNE 16 TO JUNE 22, 2022 PLANNING & DEVELOPMENT SERVICES

RESIDENTIAL

100 SOMERSIDE WAY SE	(Lot 25, Block 4, Plan 0912931) PLDP20220512. Single Detached House.	
291 FLEET STREET SW	(Lot 33, Block 1, Plan 8010927) PLDP20220541. Single Detached House Including Front Setback Variance (Manufactured Home).	
36 COULEE RIDGE DRIVE SW	(Lot 9, Block 1, Plan 2011418) PLDP20220557. Single Detached House Including Driveway Width Variance.	
40 COULEE RIDGE DRIVE SW	(Lot 10, Block 1, Plan 2011418) PLDP20220558. Single Detached House (Inground Pool).	
303 3 STREET SW	(Lots 19 & 20, Block 10, Plan 833M) PLDP20220562. Single Detached House (Covered Deck).	
565 5 STREET SW	(Lots 3-5, Block 29, Plan 2325M) PLDP20220572. Single Detached House (Retaining Wall).	
267 BELFAST STREET SE	(Lot 8, Block 88, Plan 636M) PLDP20220574. Garage.	

COMMERCIAL

300 12 GEHRING ROAD SW	(Lot 5, Block 1, Plan 9112245) PLDP20220454. Accessory Use (Roof Patio).
1516 WALTERS WAY NW	(Lot 3, Block 5, Plan 0410555) PLDP20220567. Change Of Use (Animal Services).
2 822 SMELTER AVENUE SE	(Lot 19, Block 6, Plan 6277GS) PLDP20220570. One Fascia Sign.
2 822 SMELTER AVENUE SE	(Lot 19, Block 6, Plan 6277GS) PLDP20220575. Change Of Use (Motor Vehicle Service Station)
140 MAPLE AVENUE SE	(Lots 17-22, Block 7, Plan 1491) PLDP20220579. One Portable Sign.

HOME OCCUPATION

588 VISTA DRIVE SE	(Lot 23, Block 4, Plan 1111036) PLDP20210323. Office With Storage On Site. Consultant (Turf Grass).
316 278 PARK MEADOWS DRIVE SE	(Block 5, Plan 9710256) PLDP20210829. Office With Customers to Attend Site. Bookkeeping.

A person claiming to be affected by a decision of the Development Officer or the Municipal Planning Commission may appeal to the Medicine Hat Subdivision and Development Appeal Board by completing and submitting to the City Clerk Department, the required Notice of Appeal form within twenty one (21) days of this publication. Notice of Appeal forms are available from the City Clerk Department, Third Floor, City Hall or on the City's website at www.medicinehat.ca.

All Development Permits listed are subject to conditions. Further information on any Development Permit may be obtained from the Planning & Development Services Department, Second Floor, City Hall during normal business hours (Telephone 403.529.8374).

RESIDENTIAL WASTE COLLECTION

COLLECTION DAY CHANGES

There will be no residential waste collection on **Friday, July 1, 2022** in lieu of the **Canada Day Statutory Holiday**.

Waste collection zones will advance as follows:

DATE	CITY ZONE
Friday, July 1	NO COLLECTION
Monday, July 4	Zone 3
Tuesday, July 5	Zone 4
Wednesday, July 6	Zone 5
Thursday, July 7	Zone 1
Friday, July 8	Zone 2

Download the Recycle Coach App, refer to medicinehat.ca/collectionschedule or contact City Assets Environmental Utilities at 403-529-8176 for more information.

CART COLLECTION TIPS

- Carts must be out by 7:00 am on your collection day.
- Waste carts are collected separately with collection times that vary throughout the day.
- Make sure carts are accessible with 3ft (1m) clearance on all sides.
- Ensure cart lids are closed to avoid litter or collection problems.
- Contaminated carts will not be collected.

To prevent theft or damage to your cart; remove carts off roadways, sidewalks, back lanes etc. and return to private property within 24 hours of collection.

WASTE MANAGEMENT FACILITY

Residents are reminded that the City of Medicine Hat Waste Management Facility will be closed on Friday, July 1, 2022, re-opening the following business day.

Hours of Operation are as follows:

- Monday through Saturday 8:00 am – 5:00 pm
- Closed on Sunday

Refer to www.medicinehat.ca/landfill, download the Recycle Coach App, or contact City Assets Environmental Utilities at 403-529-8176 for more information.

FIRE HYDRANT INSPECTIONS & WATER MAIN FLUSHING

City Assets Environmental Utilities Maintenance Crews perform regular, routine maintenance to uphold the water quality and system infrastructure by annually inspecting fire hydrants and flushing water mains.

During these operations, there may be some discoloration in the water which is not harmful to consume and will dissipate when flushing is complete. Please note that discoloured water should not be used for laundry and that fluctuating water pressure may also be noticed.

Should discoloration persist beyond three hours, turn on a cold-water faucet or an outside sprinkler and let the water run for several minutes until the water runs clear.

For additional information or to confirm whether crews are working in your zone, refer to the Water Flushing information on the City's website at www.medicinehat.ca/water or contact City Assets Environmental Utilities at 403.529.8176.

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