

TOP STORIES

Sharp shoots Canadian *Mad Men*by [Jesse Kohl](#)

Toronto-based mens mag *Sharp* has put together a fun September feature called "The Real Canadian Mad Men." The magazine's fall fashion editorial, styled after the hit TV series, puts five of Canada's top advertising execs into a 1960's office backdrop - decked out in the appropriate threads.



Included in the shoot were (pictured here in a composite shot, from left to right) Zak Mroueh (Creative Director & Founder, Zulu Alpha Kilo), Jeff Parent (Vice President, Sales and Marketing, Nissan Canada), Geoffrey Roche (Founder, Chief Creative Officer, Lowe Roche), Rick Brace (President, Revenue, Business Planning and Sports, CTV) and Bruce Neve (President, Media Edge). For the editorial feature, each guy also shares insights on advertising and media in Canada.

The September issue will be distributed to 150,000 of the *Globe and Mail's* home subscribers. Those in attendance at the Toronto International Film Festival event for the new Paul Gross flick *Passchendaele* will also get a peek at the issue, and Gross is on the cover.

Sharpformen.com**[Linking Strategies](#)**

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