Inside the Upgrade launch party: 20 photos of Toronto’s social set toasting Rana Florida on her latest book

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Photography by George Pimentel Photography
Is there anything more enticing than a promise to make your regular old life extraordinary? It was this premise that inspired Rana Florida to write her latest book, and the reason why a very swishy crowd gathered to celebrate the launch of Upgrade on Tuesday night. Held at the home of Suzanne and Mark Cohon, the party attracted a mix of Toronto’s most stylish and most social. It was certainly a who’s who of the city’s creative set—a group more likely to be featured as an Upgrade case study than those in need of the book’s advice.

Holt Renfrew’s Moira Wright (in a sleek black pantsuit and tuxedo jacket) mingled with Greta Constantine’s Stephen Wong and Kirk Pickersgill, who were just days away from jetting off to Paris. The guest of honour was decked out in a stunning Clover Canyon dress—purchased just for the occasion—and Rana wasn’t the only one in digital prints and vibrant colours. Alexandra Weston toned down her purple, blue and grey Peter Pilotto skirt with a leather moto jacket, while Jane Apor’s fluro-orange clutch and heels added a pop of colour to her ensemble. Twitter Canada’s Kirstine Stewart was also rocking some orange, with a pair of bright pants that should probably be on everyone’s fall must-have list.

See all the photos from the Upgrade book launch party »