

MAPEI FINDS A NICHE IN THE YOUTH FASHION SCENE

Entrepreneur Arif Noor opened his first clothing store for teens in 1989. He called it Urban Behavior. Always looking for the latest fashion trends, Noor extended his search outside of Canada to the east and west coasts of the United States. Today, he draws from Italy and Turkey to bring fresh looks to the young people who shop in his 50-plus stores across Canada. He hopes to have 70 stores operating by 2005.

The stores themselves are as edgy as Noor's clothing. In an effort to give a true urban look to one of the Urban Behavior shops undergoing renovation at the Metro Town Mall in Burnaby, BC, artisans from Robertson Flooring looked to MAPEI products to help with a specialty design. Workers first shot-blasted the existing concrete surface and then primed it with *Ultraprime™ L* acrylic latex primer. Afterward, they applied *Ultraplan® 1*, a high-performance, quick-setting self-leveling underlayment at 1/8" to 1/4" thicknesses. Workers raked the *Ultraplan 1* to produce a distinctive pattern in the surface. Rather than set tiles or lay carpet or vinyl flooring over the *Ultraplan 1*, Robertson Flooring covered the entire surface with several layers of epoxy sealer. The sealer produced a finished floor with a durable-wear surface and look that reinforces the logo "Urban Behavior."

Noor sees strong loyalty to his brand of fashion among Canadian teenagers. MAPEI has established the same kind of loyalty among its followers, from those who work on historic statues such as the Statue of Liberty to those who contribute to stores that sell the youth fashion scene in your neighborhood mall.