



Look fetchin' in Ovechkin

From the ice rink to the catwalk?

By Emer Schlosser

He's only 22, but **Alexander Ovechkin's** résumé is already looking pretty good. He's been number one on the NHL draft pick, rookie of the year, he's won The Maurice "Rocket" Richard Trophy and he's the highest paid player in NHL history thanks to his contract extension with the **Washington Capitals** worth \$124 million. Now the Moscow native can add a fashion line to his list of accomplishments. Last night at Toronto's Spice Route, Ovechkin [pictured above in one of his hats] launched his line of street hockey fan and Canadian celeb **George Stroumboulopoulos**, came to check it out. After many words from bigwigs at **CCM** and **Hockey Life**, the man of the hour was a man of few words. He got straight to the point, saying, "I'm excited. I'm happy. Thanks was it. Following the announcement, models in Ovechkin's t-shirts and zip-ups posed for a fashion shoot. The line is available at Life stores, which has exclusive retail rights.

FOOTNOTE: So we've got **Sean Avery** interning at *Vogue* and now this? Since when did ice, sweat, blood and bash 'em up s over to haute couture? What's next, **Don Cherry's** Harry Rosen line? Maybe Fashion Television will be out at tonight's NHL Awards carpet asking all the players who they're wearing.

photo by Eric McBain