

# SQUAREONE

*For Immediate Release*

## **SQUARE ONE ANNOUNCES NEW ERA FOR SHOPPING CENTRE WITH GRAND OPENING OF LUXURY WING** *March Marks Opening and Welcomes Ontario's First Simons*

24 February 2016 (Toronto) – On March 1st, Square One Shopping Centre opens its highly anticipated luxury wing. The new wing will feature luxury and aspirational retailers, including Holt Renfrew, Harry Rosen, kate spade new york, Ben Sherman, Marc Cain, Stuart Weitzman, Wolford, Rolex at Raffi Jewellers, Club Monaco, Michael Kors, Alex & Ani and more.

Anchoring the luxury wing at 130,000 square feet, Canada's iconic and leading luxury specialty retailer Holt Renfrew, will bring bespoke services, elegant style and fine craftsmanship to customers when it opens this summer. Setting a new standard for Holt Renfrew stores, the shop will feature coveted and luxe designer and ready-to-wear brands and a sumptuous array of enhanced luxury services. High-end menswear retailer Harry Rosen will also make the new wing home to its flagship with the relocation to a 18,000 square foot corner shop.

As one of the most productive shopping centres in Canada, Square One has continued to achieve record sales per square foot growth. This productivity, currently at \$1,002 total sales per square foot, growth is set to continue with the opening of the first ever Simons in Ontario on March 17th. Rounding out the great roster of Canadian retailers joining Square One, Simons will offer an extensive and fashion-forward collection of its own exclusive and innovative private label brands for men and women, complimented by a selection of national brands, discovery brands from around the world and an edited collection of international designers.

A powerful contender in Canada's luxury and retail landscape, Square One has been in the midst of redeveloping 2.2 million square feet of space since 2013 to the tune of \$480 million. As part of the expansion, Square One has continued to enhance and refine the shopping experience. This includes the addition of 863 climate-controlled underground parking spaces, a dedicated Square One concierge that will manage shoppers' retail needs, and Ontario's most comprehensive valet, offering flexible service allowing vehicle drop off and pick up from alternate valet locations.

"Square One has diligently worked to create a superior guest experience for Canadian and international shoppers. The opening of our new wing and the arrival of other highly coveted brands to Square One heralds a new era for the shopping centre," **says Greg Taylor, General Manager Square One, Oxford Properties Group, which jointly owns the shopping centre with Alberta Investment Management Corp.** "Our aggressive redevelopment and strategic leasing initiatives have positioned us as a must-go-to destination for guests and retailers alike to live, work and play."

Square One's impressive renovation strategy features a 60 foot high grand rotunda entrance that connects guests to the surrounding skyline unlike the traditional shopping centre. Designed by MMC Architects, the interior has an art gallery aesthetic, allowing retailers to shine on display in the new wing composed of high-quality neutral materials. Sustainable considerations, such as energy efficient LED lighting and ceramic frit technology to reduce the solar heat gain, double as design features, offering an undistorted view of natural sky colours and creating a stunning lantern effect in the night sky. The atrium also offers a view of new outdoor developments, which include a new park and community amenity that blends green space and elements of artistic design that flow from the urban setting. Located in the fastest growing region in North America, Square One will be home to what continues to be a world-class shopping, living and working destination.

For all the latest Square One happenings, follow @shopSQUAREONE on Twitter and Instagram and like SquareOne on Facebook.

### **About Square One Shopping Centre**

Proudly managed by Oxford Properties and with over 320+ retailers including Apple, Ann Taylor, Crate and Barrel,

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RUDSAK, Zara and Whole Foods Market, Square One Shopping Centre is the premier retail destination in the GTA. Square One is owned by Alberta Investment Management Corporation (AIMCo) on behalf of its clients and Oxford Properties Group. Dedicated to sustainability, Square One's 2.2 million square feet has been recognized and awarded for creating a balance between sustainable environmental programs and a unique shopping experience. Square One is a designated tourist destination and is open on statutory holidays. For details visit [www.shopSQUAREONE.com](http://www.shopSQUAREONE.com). Follow us on Twitter/Instagram @shopSQUAREONE and at [Facebook.com/SquareOne](https://www.facebook.com/SquareOne).

## **About Oxford Properties Group**

Oxford Properties Group is a global platform for real estate investment, development and management, with over 2,000 employees and C\$37bn of real assets that it manages for itself and on behalf of its co-owners and investment partners. Established in 1960, Oxford was acquired in 2001 by OMERS, one of Canada's largest pension funds with over C\$72bn in assets. Oxford has regional offices in Toronto, London and New York, each with investment, development and management professionals who have deep real estate expertise and local market insight. Oxford now has approximately C\$7bn of assets under management in Europe, with a focus on core office and high street retail assets in Central London and Paris. For more information about Oxford, visit: [www.oxfordproperties.com](http://www.oxfordproperties.com).

## **About Alberta Investment Management Corporation (AIMCo)**

AIMCo is one of Canada's largest and most diversified institutional investment managers with approximately \$90 billion of assets under management. AIMCo was established on January 1, 2008 with a mandate to provide superior long-term investment results for its clients. AIMCo operates at arms-length from the Government of Alberta and invests globally on behalf of 26 pension, endowment and government funds in the Province of Alberta. For more information please visit [www.aimco.alberta.ca](http://www.aimco.alberta.ca).

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