

# SQUARE ONE

For Immediate Release

## #SQ1SLAY THE HOLIDAYS: SQUARE ONE SHOPPERS INVITED TO SLAY THE SEASON WITH THE LAUNCH OF THE SWAROVSKI HOLIDAY TREE AND SPARKLE POP UP

*Parking innovation makes navigating the shopping centre a breeze*

**November 10, 2017 (Toronto)** – Square One prepares to deck the halls with another sensational year of holiday programming. This year, Square One has partnered with Swarovski to bring extra shimmer to the season as the host of the annual Swarovski dazzling crystal holiday tree in the Grand Rotunda. Square One is also the exclusive host to the Swarovski Sparkle Pop Up, a unique digital concept and global first. The second annual #SQ1SLAY program transforms Square One into a holiday hub with events, pop up activations, and exciting promotions, for guests to slay their shopping lists, take a photo with Santa, or enjoy the restaurants, retailers, and amenities. The Holiday Program kicks off on Wednesday, November 15.

Here is a list of services and upcoming events at Square One to get you in the holiday spirit:

### **UNVEILING OF THE OFFICIAL SWAROVSKI HOLIDAY TREE**

Swarovski has a globally renowned history of creating the most spectacular holiday trees and experiences. Square One will wow guests with the official unveiling of the exquisite Swarovski holiday tree on Wednesday, November 15, starting at 6 PM. Adorned in over 1,500 crystal ornaments to complement 14 tiers of crystals, and set atop 11 foot tall iconic Swarovski gift boxes, this year's tree will be unlike anything ever seen before. Those attending the unveiling will also be treated to holiday-themed fare from Love Me Sweet, Lindt, David's Tea and more, along with a special performance by party band Dwayne Gretzky who will get the crowd dancing with contemporary tunes and holiday classics. This evening will be the perfect way to kick-off to the holiday season.

### **A DIFFERENT KIND OF FIRST: INTRODUCING THE SWAROVSKI SPARKLE POP UP**

In collaboration with Swarovski, Square One will debut Sparkle Pop Up, a one-of-a-kind digital playground with an interactive fashion experience.

"This has truly been such an incredible collaboration," says Toni Holley, Marketing Director, Square One. "Working with Swarovski, we have been able to continue to fulfill our mandate of bringing exceptional, first-to-market experiences to our guests. The Swarovski holiday tree – the only one in Canada – is a spectacular addition to our festive landscape. And, we are thrilled for the Swarovski Sparkle Pop Up to make its global debut at Square One. A first-of-its-kind, the digital activation is innovative, interactive, immersive and at the forefront of flash retailing. For both the tree and the pop up, our luxury wing is the perfect backdrop for what is sure to be one of Swarovski's most stunning holiday exhibitions ever."

The Sparkle Pop Up will include: The Stylefinder, where guests can discover jewellery; Try it on, an opportunity for guests to virtually try on products that suit their look; the Interactive Mirror, which creates fun, festive portraits with a range of virtual accessories; and the Selfie Wall, where guests can snap a photo with their favourite Swarovski influencer.

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“As Canada’s premier retail destination, it was without question that Square One was the place to host this meaningful moment for our brand,” says Aurelie Pepion, Managing Director, Swarovski Canada. “Bringing the Sparkle Pop Up concept to life at the epicenter of Canadian retail is the direct result of our brands thinking collaboratively and creatively to provide a heartwarming, yet modern holiday wonderland to a discerning consumer. We’re delighted to have worked with Square One to bring this one-of-a-kind experience to their guests.”

Soon-to-be-announced weekly programming around the Swarovski activations will engage and dazzle guests in Square One’s Grand Rotunda, through the holidays until December 31.

In addition to the holiday tree and digital pop up, Square One will debut the exclusive Walk of Stars, featuring a unique 21st century retrospective of highly collectable and rare Swarovski holiday ornaments from 2000 to 2017.

Guests can share their holiday tree experience on social media by following @shopSQUAREONE, @Swarovski, tagging #SQ1SLAY, #SQ1, and #GiveBrilliant.

## **SANTA’S ENCHANTED FOREST**

Santa arrives at Square One on Friday, November 17, welcoming guests to create memories and share their holiday wish list at Santa’s Enchanted Forest. The refreshed Santa Set will sparkle with pops of gold and silver, and will be run by sharply dressed nutcrackers who will ensure families cherish the most magical time of the year. Guests will have until December 24 to visit Santa; with every photo package sold contributing 50¢ towards Autism Ontario’s Peel Chapter. For more details, visit [shopSQUAREONE.com/holiday](http://shopSQUAREONE.com/holiday)

## **PET NIGHT WITH SANTA**

On Sunday, November 19 and Sunday, December 10, Square One invites guests to bring their fur babies\* to join in the holiday fun and pose with Santa for keepsake holiday memories and special giveaway offers, between 7:30 PM and 9 PM. Square One is proud to partner with The Body Shop for Pet Night with Santa. For more details, visit [shopSQUAREONE.com/holiday](http://shopSQUAREONE.com/holiday)

\*Pets with paws only

## **SHOP, WRAP, AND REPEAT**

From Friday, December 1, until Sunday, December 31, guests can drop off their gifts with the experts to be wrapped with festive paper for a small fee. To further slay their experience, guests may leave their coats and presents at the coat and parcel check for a small fee, while they continue to shop or take a break and enjoy one of Square One’s many fine food facilities. For more details, visit [shopSQUAREONE.com/holiday](http://shopSQUAREONE.com/holiday)

## **GREY THURSDAY**

For those who just can’t wait for Black Friday, Square One invites visitors to enjoy a special Grey Thursday promotion between 12 PM and 8 PM on Thursday, November 23. Guests who purchase \$150 or more in Square One Gift Card Plus gift cards will receive an additional 10% off their purchase in the form of a Square One gift card, at any Guest Experience or Concierge booth. The gift cards are the perfect way to prep for Black Friday deals on November 24. For more details, follow @shopSQUAREONE on Twitter and visit [shopSQUAREONE.com/blackfriday](http://shopSQUAREONE.com/blackfriday)

## **BLACK FRIDAY EXTENDED HOURS**

On Black Friday, November 24, the majority of retailers will be open from 8 AM until 10 PM. Guests will have access to over 320 retailers, restaurants and other entertainment for an unparalleled shopping experience and special promotions to slay their gift list. For a comprehensive list of retailers’ Black Friday and ongoing specials, follow @shopSQUAREONE on Twitter and visit [shopSQUAREONE.com/blackfriday](http://shopSQUAREONE.com/blackfriday)

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## **SPECIAL HOLIDAY HOURS**

Starting Saturday, November 25, until Sunday, January 7, Square One will be open Monday to Saturday 9 AM until 10 PM and Sunday 10 AM to 8 PM, to allow guests extended hours to enjoy the holiday programming and slay their holiday shopping. The centre will be closed on Christmas Day, December 25 and will re-open its doors extra early at 8 AM for Boxing Day, December 26, welcoming visitors to enjoy special promotions until 8 PM that evening. For more details on holiday hours, visit [shopSQUAREONE.com/hours](http://shopSQUAREONE.com/hours)

## **VALET YOUR SLEIGH**

Home to Canada's most comprehensive valet service, Square One's multi-option valet service lets guests drop off vehicles at one valet location and pick them up at an alternative location across the shopping centre. Guests can further slay the valet experience with Square One's climate controlled "lots" of luxury underground parking.

## **10 WAYS TO PARKING: INTERACTIVE PARKING MAP**

An inherent advantage, Square One offers 10 access points in and out of the shopping centre grounds. Launched last year, the interactive parking map is the first and only of its kind in Canada, and provides an overview of the best places to park and advises of any on-site detours. Guests simply access the map from the convenience of their phone, choose a preferred lot, and the most direct path to their destination is presented, avoiding congestion for a smooth arrival. Plan the best route by visiting [shopSQUAREONE.com/parking](http://shopSQUAREONE.com/parking)

## **SLAY THE HOLIDAY IN STYLE**

With over 320 brand name stores, guests will be able to slay their holiday shopping lists. Recently opened retailers include COS, a unique flagship location of Tory Burch, Matt & Nat, Lindt, and many more; Square One offers the ultimate selection of holiday fashion, accessories and gifts for everyone. Find full details on parking, guest services, restaurants, store offers, store hours and more at Square One's Holiday Hub: [shopSQUAREONE.com/holiday](http://shopSQUAREONE.com/holiday)

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## **ABOUT SQUARE ONE SHOPPING CENTRE**

Proudly managed by Oxford Properties, Square One is distinctively positioned as Canada's foremost fashion, lifestyle and entertainment destination with over 320 merchants including Holt Renfrew, Salvatore Ferragamo, Simons, Apple, COS, Tory Burch, Crate and Barrel, and Whole Foods Market. Square One is owned by Alberta Investment Management Corporation (AIMCo) on behalf of its clients and Oxford Properties Group. Recognized for its dedication to present innovative, fashion-forward experiences, unexpected campaigns and social media collaborations. Square One is one of Canada's Top Ten most productive shopping centres, and in 2017 became only the second shopping centre in Canada to achieve \$1B in annual retail sales.

For details visit [shopSQUAREONE.com](http://shopSQUAREONE.com).

Follow us on Twitter/Instagram [@shopSQUAREONE](https://www.instagram.com/shopSQUAREONE) and at [facebook.com/SQUAREONE](https://www.facebook.com/SQUAREONE).

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