

# SQUAREONE

*For Immediate Release*

## **De Niro and Drebin Star in Square One Shopping Centre Dreamy S/S16 Campaign** *Art Shoot Unveiled to Celebrate Luxury Wing Opening*

**24 February 2016 (Toronto)** – Shot by internationally renowned photographer David Drebin and featuring actress, director and style muse, Drena De Niro, daughter of acting legend Robert De Niro and actress Diahnne Abbott, Square One Shopping Centre's Spring/Summer 2016 campaign transports viewers into the sultry surroundings of a summery cityscape.

Known for creating seductive images with darkly sensual narratives, Drebin has brought his provocative aesthetic to Square One's most enticing and unexpected campaign yet. Through artful mastery of light, colour and form, Drebin draws out De Niro's innate dramatic nature to set the scene of a modern woman of luxury – serious and playful, sexy and sophisticated, confident and powerful, she is always on the go while living her dream life.

"The first time I saw David's work I was immediately transported into his world of exotic locations, brilliant colours, and dramatic circumstances. His photographs have an emotion that is truly captivating and we wanted to infuse the campaign with that vivid emotion," says **Square One Marketing Director Toni Holley**. "Drena provided the ideal canvas for crafting the Square One woman. Together, they created a collection of images that is elegant and evocative."

On March 1, Square One will open its highly anticipated Luxury Wing, which will be home to many luxury and aspirational brands, including kate spade new york, Stuart Weitzman, Marc Cain, Ben Sherman, Rolex by Raffi Jewellers, Wolford, Michael Kors, BCBG, Alex & Ani, Papyrus, and Club Monaco among others. The wing will also play host to Harry Rosen, which is relocating from its current location to a new flagship space as well as Canada's leading luxury brand Holt Renfrew, which will be joining Square One's premium roster with a 130,000 square foot store opening in summer 2016. Rounding out the great roster of Canadian retailers joining Square One, the first ever Simons in Ontario will open on March 17<sup>th</sup>.

The complete SS16 campaign will be unveiled on March 1, upon the opening of the Square One Luxury Wing. The photographs will be exhibited within the new space, along with details of a social media contest to win a luxury-shopping spree. Contest information will be revealed on Square One's social media platforms on February 29.

For more than a year, Square One has been building up to the opening of Simons and the luxury wing with innovative and unexpected campaigns. Campaigns included: **SQ1 Concept**, a popup boutique dedicated to showcasing incredible Canadian fashion design talent as curated by celebrity stylist Leslie Fremar; the award-winning **#SQ1Takeover**, where global style stars – such as Vogue contributing photographer, Hanneli Mustaparta, photographer and creative director, Jake Rosenberg, digital fashion and features director for Bazaar.com, Kerry Pieri – gave the shopping centre's social media followers exclusive access to fashion events around the world; and their fall/winter 2015 campaign, which featured fashion, style and social media star **Julia Restoin Roitfeld** **photographed by Sophie Elgort**. In 2016, Square One will continue to create unexpected, never-before-seen experiences that solidify Square One's position as a premier shopping, style and fashion destination.

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

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### **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 fashion and lifestyle destination in the GTA. Square One is owned by Alberta Investment Management Corporation (AIMCo) on behalf of its clients and Oxford Properties Group. Recognized for its vast selection, dedication to elevated guest services and innovative fashion-forward experiences, Square One's 2.2 million square feet offers 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 on Twitter/Instagram @shopSQUAREONE and at [Facebook.com/SquareOne](https://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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