

SQ1 CONCEPT 15

SQUARE ONE
LAUNCHES CANADIAN
CONCEPT STORE
CURATED BY CELEBRITY
STYLIST LESLIE FREMAR

SQ1 Concept will feature designers Erin Kleinberg, Beaufille, LINE Knitwear, Sid Neigum, and more

TORONTO (8 May 2015) – On Wednesday, May 27th, Square One Shopping Centre will open SQ1 Concept, a boutique dedicated to showcasing incredible Canadian design talent who have had both national and international success. Named *The Most Powerful Stylist* by the *Hollywood Reporter*, **Leslie Fremar** will be the official concept store curator, selecting key pieces from the participating designers' collections. Fremar's client roster includes red-carpet royalty such as Reese Witherspoon, Julianne Moore, Jennifer Connelly, Charlize Theron among others. Her work has been featured in internationally renowned publications such as *ELLE*, *Vanity Fair*, and *Marie Claire* and in campaigns for brands including HUGO BOSS, Christian Dior and Chopard.

"I spend a lot of time sourcing the market for exciting brands and when I was approached for this project with Square One, it was a special opportunity to work with some of Canada's best fashion talent while sharing my knowledge of the industry," says Fremar. "I am lucky to be in a place in my career where I am able to only take on jobs that I am passionate about and that I can really focus on."

SQ1 Concept designers include **Alan Anderson, Beaufille, Christopher Bates, ela, Erin Kleinberg, Greta Constantine, John & Jenn, LINE Knitwear, Outclass, Sid Neigum** and **Stephan Caras**.

"At Square One, we have made it our mandate to provide our customers with innovative and unique fashion-forward offerings," says **Square One marketing director Toni Holley**. "We are honoured to have these Canadian designers showcased in our home and are looking forward to seeing how our customers engage with these brands."

The shopping centre is in the midst of an aggressive expansion strategy that will feature the 2016 arrival of world-class luxury retailers La Maison Simons from Quebec, where concept store designer Outclass will be sold, and fashion favourite Holt Renfrew, where customers will also find concept store brand,

LINE Knitwear. As part of this expansion, Square One is developing innovative fashion-forward events and programs to raise awareness for the shopping centre in the GTA, Canada and internationally.

No stranger to creating inventive fashion experiences, Square One launched the #SQ1Takeover program where global style stars gave the shopping centre's followers exclusive access to fashion weeks around the world. Sartorial correspondents included **Vogue contributing photographer Hanneli Mustaparta, Bazaar.com digital fashion/features editor Kieri Pieri, and fashion photographer Sophie Elgort**.

SQ1 Concept feature designers range from eveningwear to ready-to-wear for men and women, and include both established and emerging designers.

Lifestyle & décor expert, Caspar Haydar, will execute the concept store's design. Using raw materials, Haydar will create a fresh and stylish space, which will include an individual display area for each designer, a fashion image gallery, a mannequin army curated by Leslie Fremar, a workspace for the designers and more. With over 15 years of experience, Haydar has designed events and retail spaces for brands including Mulberry, Louis Vuitton, essie and Maybelline, among others.

The store will open on Wednesday, May 27th until Saturday, June 20th. A number of programming activities will take place during the four weeks, providing Square One customers with access to some of the industries most influential players.

SQ1 Concept will be open at the following times:

Wednesday, May 27
5 PM–9 PM

Thursday & Friday
5 PM–9 PM

Saturday (regular mall hours)
9:30 AM–9 PM

Sunday (regular mall hours)
11:00 AM–7 PM

ABOUT SQUARE ONE SHOPPING CENTRE

Proudly managed by Oxford Properties and with over 300+ retailers including Apple, Topshop/Topman, Michael Kors, Crate and Barrel, Whole Foods Market, Harry Rosen, Zara, White House Black Market, and Forever 21, with more exciting retailers to be announced for 2015 and beyond. Square One Shopping Centre is the premier fashion, lifestyle and shopping destination in Canada. Square One is owned by Alberta Investment Management Corporation (AIMCo), on behalf of its clients, and Oxford Properties Group. Square One is a designated tourist destination and is open on statutory holidays. For details, visit shopSQUAREONE.com. Follow us on Twitter/Instagram @shopSQUAREONE and at [Facebook.com/SQUAREONE](https://www.facebook.com/SQUAREONE).

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