

#SQ1TAKEOVER

SQUARE ONE'S GROUNDBREAKING PARTNERSHIP WITH TOP STYLE INFLUENCERS TAKES OVER FASHION MONTH ACROSS THE GLOBE

Hanneli Mustaparta, Kerry Pieri, Sophie Elgort, Erin Kleinberg among influencers to “take over” Square One’s social media for New York, London, Milan, Paris and Toronto fashion weeks

14 February 2015 – Premier lifestyle and fashion destination Square One is the first shopping centre to partner with global style influencers to cover the fashion weeks of five cities around the world during fashion month. These influencers include: Norwegian fashion icon and contributing Vogue photographer, Hanneli Mustaparta; fashion and lifestyle photographer Sophie Elgort; fashion philanthropist and branding expert, Sylvia Mantella; and co-founder of The Coveteur and designer of her namesake fashion line, Erin Kleinberg. Over the course of the upcoming sartorial season, they will take over @shopSQUAREONE’s Instagram and Twitter accounts to give Square One followers an exclusive look inside fashion weeks in New York, London, Milan, Paris and Toronto.

“We are thrilled to bring this first-of-its-kind, borderless social experience to @shopSQUAREONE followers,” says

Toni Holley, Marketing Director for Square One. “Working with these smart and creative women is not only providing our audience with unparalleled access to world fashion weeks, it further solidifies our position as the fashion destination in Canada. It lays the groundwork for our expansion in 2016 with Simons and Holt Renfrew.”

In New York, **Sophie Elgort** will take over @shopSQUAREONE to share a day in the life of New York Fashion Week. Sophie’s work has been published in Teen Vogue, Town & Country, Tatler, ELLE, Paper and more. She also counts brands such as Topshop and Vince Camuto as clients, to name a couple. Additionally, she is the co-creator and photographer of the Financial Times style column, “Suits and the City”. Follow Sophie’s New York Fashion Week escapades with **#SQ1xSophieElgort**.

In London, digital fashion and features director for Bazaar.com and founder of “words on canvas” art project Un Rêveur, **Kerry Pieri**, will take the virtual stage to highlight her London Fashion

Week outings. A fashion storyteller, Kerry has given her readers the inside scoop on some of the most highly anticipated shows, including Kayne West’s Yeezus for Adidas collection—and forecasted trends of the season—the style “decade du jour” is the ’70s. Stay in the know on each day of London Fashion Week by following **#SQ1xKerryPieri**.

In Paris, @shopSQUAREONE followers will be privy to style star and Instagram darling, **Hanneli Mustaparta**’s rendezvous for a number of days during Paris Fashion Week. Photographer, art director, model and blogger, Hanneli is one of the leading figures in fashion today. Her effortless and chic Scandinavian style has drawn the attention of luxury fashion houses all over the world.

Both in front of and behind the camera, Hanneli’s unique sense of street style photography is a benchmark for fashion blogging across the web. To experience Paris and Paris Fashion Week as seen by Hanneli, check out **#SQ1xHanneli**.

In Milan, dedicated follower and curator of high fashion, **Sylvia Mantella** will be taking over @shopSQUAREONE and giving followers an intimate peek into the hottest shows and events of Milan Fashion Week, including Pucci, Versace, Dolce&Gabbana and more. An avid collector of one-of-a-kind fashion masterpieces from around the world, Sylvia will give snapshots that reveal a very special side of the place where “fashion” is synonymous with everyday wear. Sylvia’s participation in the Square One takeovers will benefit Oolagan, a local Toronto-based youth mental health charity that provides mental health services to people aged 12–18. Live la dolce vita with Sylvia and **#SQ1xSylviaM**.

In Toronto, fashion designer and CEO of her eponymous clothing line, **Erin Kleinberg** will bring the program home with her takeover during Toronto Fashion Week. With designs worn and loved by notables such as Kim Kardashian,

Karlie Kloss, Lena Dunham and Blake Lively, Erin is irreverent, witty, and playful, and will be sure to keep @shopSQUAREONE followers intrigued. Keep in the loop on Erin’s antics with **#SQ1xthatEKlife**.

The #SQ1Takeover program will officially launch on February 16, 2015 with Sophie Elgort in New York City.

Later this month, NKPR president, **Natasha Koifman**, lends her voice to @shopSQUAREONE during the Oscars as she live tweets and instagrams the glitziest event of the awards season. Natasha will then throw to fashion designer, philanthropist and model, **Sophie Tweed-Simmons**, who will give her own post-event style analysis (*stynalysis*, anyone?) on those who were the best dressed of the night when she guest spots @shopSQUAREONE.

Don’t miss a thing! Be sure to follow #SQ1takeover to be in on all the fashion action!

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, Kate Spade, 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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