

Square One Shopping Centre debuts Roitfeld and Elgort FW15 Campaign

Up Close and Personal with Julia Restoin Roitfeld, as Photographed by Sophie Elgort

#SQ1FW15

#SQ1xTIFF



wear featuring sexy cutouts and peekaboo fabrics such as lace and organza.

“Julia and Sophie were the perfect duo to herald the arrival of the Square One luxury wing,”

says Square One marketing director Toni Holley. “They both come from an incredible fashion pedigree and brought so much elegance and sophistication to the shoot and the campaign. The result is a collection of images that builds on the foundation that we have laid for our 2016 expansion, and solidifies Square One’s position as a premier style and fashion destination.”

On August 25th at the Film Festival Countdown, the big reveal for all nine images will take place at the private residence where the campaign was shot; the Film Festival Countdown is an exclusive event hosted by Square One that takes place in the lead up to the opening of the Toronto International Film Festival (TIFF), of which Square One is an official sponsor.

As part of their TIFF sponsorship, Square One will capture the A-list glamour and glitz that comes down the Princess of Wales Theatre red carpet. In addition, they will execute a number of surprise and delight fashion-focused activations during the festival where festivalgoers and Square One shoppers will have the opportunity for VIP TIFF experiences, shopping sprees, seat upgrades and front-of-the-line access.

“As a major global event, TIFF is as synonymous with film as it is with fashion,” says Holley. “We are excited to bring a taste of the film festival to the shopping centre through our digital screens, which will show footage of some of the best looks from the festival. We will also be giving those attending the festival a sneak peek of what’s to come at Square One as part of our expansion.”

The FW15 campaign and the TIFF sponsorship are just two of a number of stylish turns for the shopping centre. They made major waves with their #SQ1Takeovers, which had fashion industry notables such as Vogue photographer and social media sensation, Hanneli Mustaparta, and Harper’s Bazaar Kerry Pieri contributing to Square One’s social media channels. Square One’s critically acclaimed popup concept store, SQ1CONCEPT, featured some of the best in Canadian fashion design talent as curated by celebrity stylist Leslie Fremar. Most recently, Square One celebrated the anniversary of their redesigned food court by serving up the whimsical food/fashion stylings of Instagram artist Gretchen Roehrs.

17 August 2015 (Toronto) — Square One Shopping Centre introduces their fall/winter 2015 campaign: Up Close and Personal with Julia Restoin Roitfeld as Photographed by Sophie Elgort. Featuring fashion, style and social media star Julia Restoin Roitfeld, daughter of CR Fashion Book editor Carine Roitfeld, and shot by rising talent Sophie Elgort, daughter of Arthur Elgort, renowned Vogue cover photographer, the campaign has Roitfeld giving viewers a glimpse of private moments of a glamorous life.

The campaign showcases looks from brands currently available at the shopping centre—H&M, Topshop, Rudsak, Michael Kors—and lines to arrive with the opening of Square One’s luxury wing in early 2016, which will include Holt Renfrew, La Maison Simons, and other aspirational retailers. Roitfeld models embellished knitwear with sexy leather; breezy, effortless coats and jackets—perfect for transitioning to cooler weather; and sophisticated evening

ABOUT SQUARE ONE SHOPPING CENTRE

Proudly managed by Oxford Properties and with over 320 retailers including Apple, Michael Kors, Crate and Barrel, Harry Rosen, 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. Dedicated to sustainability, Square One’s 1.8 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 shopSQUAREONE.com. Follow us on Twitter and Instagram @shopSQUAREONE and at [Facebook.com/SQUAREONE](https://www.facebook.com/SQUAREONE).

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