

SQUARE ONE

For Release August 23, 2016

#RelationshipGoals

Newlyweds Sean Avery and Hilary Rhoda star in sultry Square One Shopping Centre FW16 campaign

*Fashion music video shot by Sophie Elgort with brand new cover of
"I Got You Babe" by Caroline Vreeland*

23 August 2016 (Toronto) – This fall, Square One has achieved #RelationshipGoals with fiery retired-NHLer Sean Avery and top model Hilary Rhoda as the stars of the shopping centre's fall/winter campaign. Featuring an inventive fashion music video and an utterly chic collection of high fashion images, the campaign celebrates the completion of Square One's four-year \$480 million redevelopment project. The luxury wing has added a total of 200,000 square feet to the shopping centre, which features the highly anticipated Holt Renfrew, Salvatore Ferragamo and more aspirational brands.

West Toronto's innovative shopping and lifestyle destination has teamed up with the real-life newlyweds Avery and Rhoda to create the music video, which gives viewers a glimpse into their luxe life. Shot in a spectacular private home in the heart of Tribeca, the campaign features a cast of cool collaborators, including songstress and provocateur Caroline Vreeland who channels her signature sexiness to perform an unexpected and dynamic cover of Sonny and Cher classic "I Got You Babe". The video features a mix of steamy and flirtatious moments between the campaign stars, who beautifully showcase the designer offerings available at Square One retailers, including Holt Renfrew (brands such as See by Chloé, Wayne Clark and Phillip Lim), Salvatore Ferragamo, Michael Kors, Stuart Weitzman and many more.

New York-based couple Avery and Rhoda are a perfect marriage of homegrown Canadian talent and high fashion inspiration. North York-born Avery is widely known for his skill and passion on the ice, but with stints at *Vogue* and Lipman, he has proven himself to be notable fashion force with strong style credibility. Rhoda is an irresistible combination of regal elegance and quiet sophistication, the very description of Square One's luxury shopper. The couple's playful interactions and obvious chemistry provided the perfect vibe for the film.

"Sean and Hilary were an absolute dream to work with. Their energy was electric. They are an exceptional representation of the ultimate in relationship goals and they exquisitely captured the essence of Square One's new luxury wing: style, innovation, and modernity," says Square One Marketing Director Toni Holley. "And Caroline! What can I say? Her voice was magic – her vocals heightened the edge, seduction and freshness of the film. It was the perfect soundtrack to our campaign."

As part of the campaign, Square One is launching the #RelationshipGoals social media contest, giving 10 lovey-dovey couples a chance to win a romantic photo shoot at the shopping centre when they post an image of themselves with their babe using the hashtag.

Shot by rising star photographer and filmmaker Sophie Elgort, the music video captures stolen moments in a montage format. Daughter of famed *Vogue* photographer Arthur and sister to actor Ansel, Sophie applied her discerning eye for fashion and style to the video direction. Campaign stills were shot by rocker and CEO of One Management Scott Lipps, a multi-hyphenate NYC-based influencer who represents fashion industry legends, including Helena Christensen, Karolina Kurkova, Bar Refaeli, Iman, drums with Courtney Love, and is the author of *POPLIPPS*. Fashion director turned A-list celebrity stylist Elizabeth Cabral styled looks for day to night from aspirational brand around a theme of seasoned sophistication.

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**The complete FW16 campaign fashion music video will be revealed on August 23, 2016
at shopSQUAREONE.com/IGotYouBabe**

For all the latest Square One happenings, follow @shopSQUAREONE on Twitter and Instagram and like Square One on Facebook. Follow the campaign at #SQ1Babe and #RelationshipGoals.

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About Square One Shopping Centre

Proudly managed by Oxford Properties and with over 320+ retailers, including Holt Renfrew, Salvatore Ferragamo, Simons, Harry Rosen, Stuart Weitzman, Urban Decay and Jamie's Italian, 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 and dedication to elevated guest services, Square One continues to renovate, expand and present innovative fashion-forward experiences and unexpected campaigns and social media collaborations. The largest shopping centre in Ontario at 2.2 million square feet and one of Canada's top ten malls with a productivity value of \$1,030 per square foot, Square One is a designated tourist destination and is open on statutory holidays. For details, visit shopSQUAREONE.com. Follow on Twitter/Instagram @shopSQUAREONE and at 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.

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.

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