

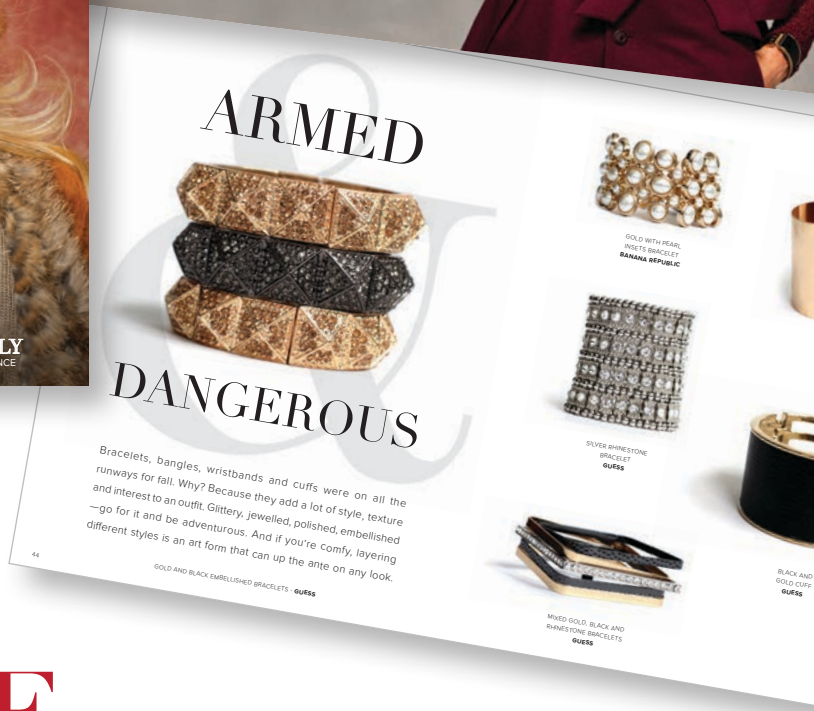


UPPER CANADA MALL *Gorgeous*



GORGEOUS TRANSFORMATION

UCM had undergone a significant transformation in the past few years and we now boast a mix of first class fashion and lifestyle retailers in a stunning shopping environment. To express this transformation and our new confidence as a premier fashion destination, we chose the word "Gorgeous" and built a brand campaign around it.



COVER AND INSIDE SPREADS
FALL PRINT MAGAZINE

GORGEOUS MAGAZINE

Our primary campaign platform was our own fashion publication simply titled, "Gorgeous". This 60-page magazine featured gorgeous photographs of the season's top fashion trends and utilized witty headlines and little body copy, allowing our retailers' merchandise do the talking.



PRINT



iPAD



WEB

MULTIPLE PLATFORMS

Published twice a year, our magazine was available in print, on our website, and as a custom iPad App. Our iPad application was the FIRST of its kind developed for a Canadian shopping centre.

RICH MEDIA

We enhanced our digital editions with embedded videos, and expanded merchandise galleries, allowing us to further showcase our retailer's fashion offerings.



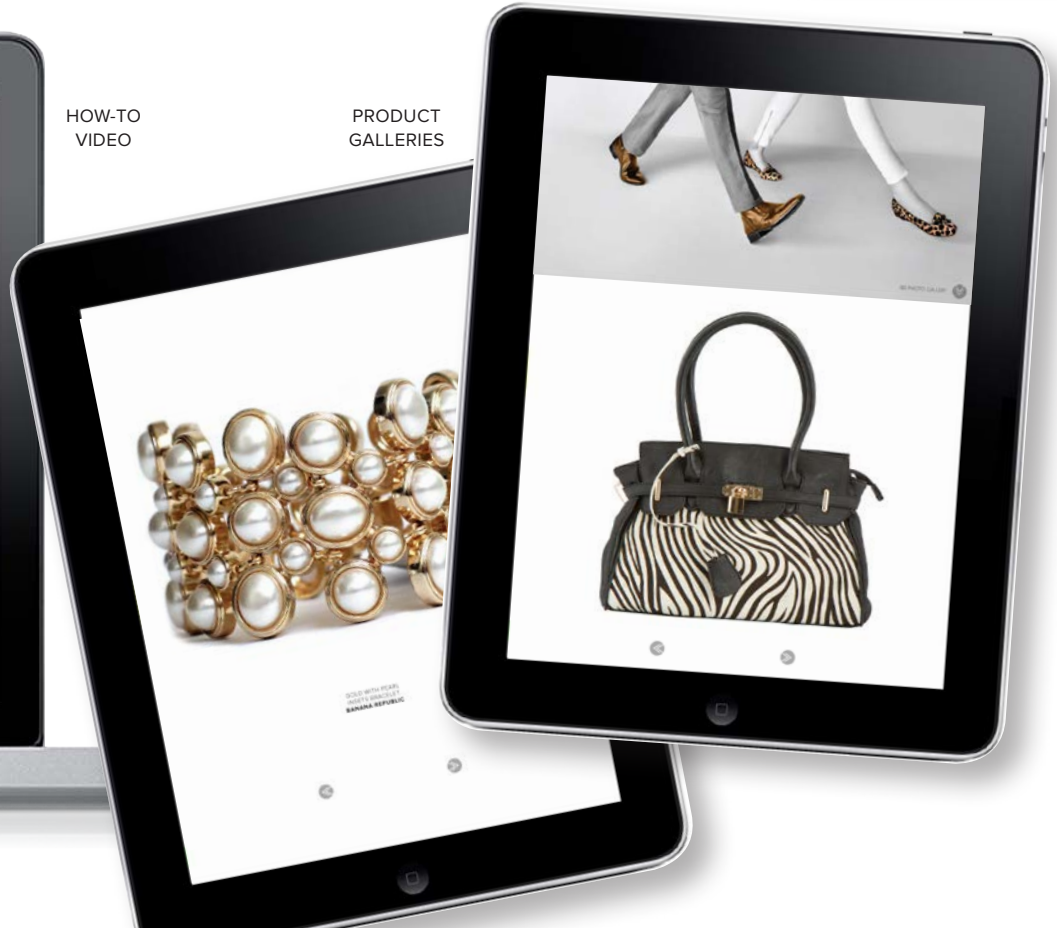
BRAND VIDEO



BEHIND THE SCENES



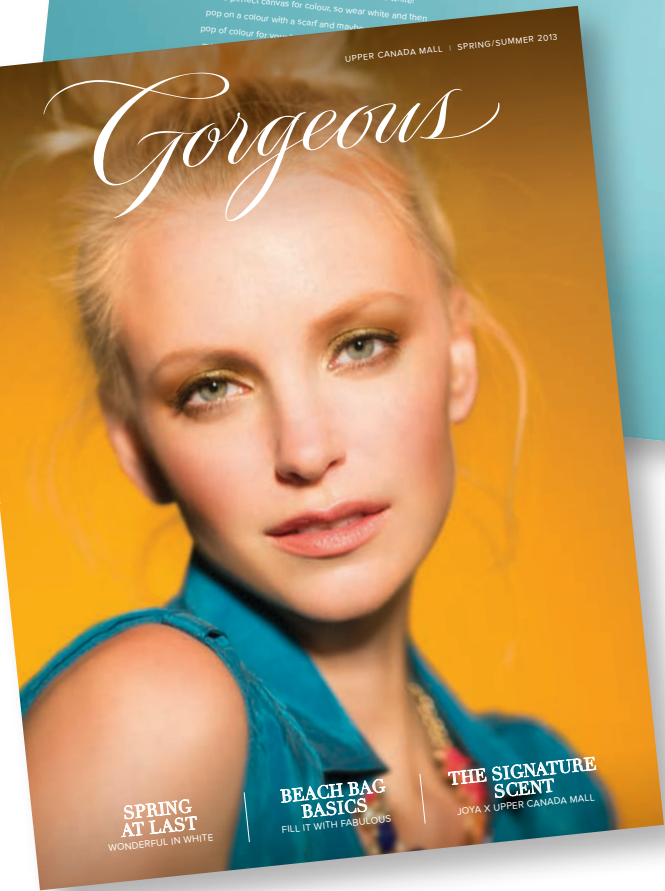
HOW-TO VIDEO



PRODUCT GALLERIES



SPRING MAGAZINE
PRINT VERSION



HANDMADE CANDLE
SPRING GIVEAWAY

SPRING EXPANSION

Our “Gorgeous” fashion magazine was in such high demand we increased our initial print run from 6,000 to 10,000 for our spring edition. To express every aspect of “Gorgeous”, we collaborated with Joya Studio in New York and created our own signature scent expressed as a beautiful, handmade candle. Readers who redeemed an insert from “Gorgeous” received a complimentary candle, which allowed us to track postal codes.

WHO'S BEHIND THE GORGEOUS FILMS?

GETTING TO KNOW DIRECTOR AND FILMMAKER, JAKE DAVIS



A native New Yorker, award-winning music video and fashion films by shooting some of the most iconic...
 been showcased named one of Stylist New York Drake, Wiz Khalifa, commercial side campaigns for Nike, Sebago, Delvaux, onematic touch by Times calls "A New his namesake."

GORGEOUS You grew up in NYC for 15 years. **JAKE** The entirety of my style, and access to every **GORGEOUS** you're that all place? What did you like at **JAKE** Tuscany was a really hands-on and people were also one of the most incredible to deal in executing. **GORGEOUS** Where's the project in your career? Why? **JAKE** I've really enjoyed shoots so many amazing stylists people. **GORGEOUS** Who are some of your favorite work? Which **JAKE** Drake...

GORGEOUS Where are you from and where did you grow up? **FREDERICK** New York City, Born and raised. **GORGEOUS** How did you get into "Gorgeous"? **FREDERICK** Joya began as a design project, a "back to school" identity program for a large retailer - and morphed into my own range of seasonal candles. Since then, we have shifted focus to all other aspects of the fragrance, including lifestyle, perfume, personal care, still home and enterprise. The common link between all our products is unique scents, uncompromising attention to natural materials and unrelenting details. **GORGEOUS** How did you first get interested in making candles and scented products? **FREDERICK** I'm pretty certain everyone is interested in or at least appreciates scents - whether this is subconscious or not. Both my parents have experience in design, manufacturing, import and export - and they were absolutely instrumental and very supportive in getting this business up and running. **GORGEOUS** Tell us about the materials you use to make your candles, e.g. what makes crystalline wax special? **FREDERICK** We use the best materials we can get our



Joya Studio Founder and President, Frederick Bouchardy at his studio in NYC standing in front of his award library.

THE GORGEOUS SIGNATURE SCENT & CANDLE
 When we started to think about how to express every aspect of "Gorgeous" we thought about scents. How could we develop a "signature" scent to extend our idea of "Gorgeous"? The answer was to collaborate with Joya Studio in New York to create our own unique scent, and to express it in a stylish, beautiful handmade candle. Joya Studio, based in New York City, creates scents and handmade products for many of the most fashion-forward brands in the world, including Opening Ceremony, Escada, Aesop, Blaise, Inventory Magazine, Fossil, Blaney's New York, and Kiki de Montparnasse to name a few. So we approached them to see if we might collaborate to create something well... "Gorgeous" After discussing the brand and taking inspiration from plans indigenous to the "York Region," the "Gorgeous Lemon Leaf" scent was created. We thought it would be fun to share a little about Joya as well as our process, so if the article intrigues you, be sure to visit UpperCanadaMag.com/GorgeousMagazine to watch our video to learn a little more. And if you've got a copy of this magazine in your hands, look for the scented that could get you one of the "Gorgeous Lemon Leaf" candles for free.



Toronto based illustrator and designer, Maana Covaswami's Lord & Taylor capsule collection will be available in The Hudson's Bay in early April. The playful line of home decor products features springtime motifs, including birds, florals and butterflies. See more of Covaswami's work at khanacovaswami.com.

MICHAEL KORS IN HIS OWN WORDS



MICHAEL KORS IS A WORLD-RENOUNDED, AWARD-WINNING FASHION DESIGNER. MICHAEL KORS STORES ARE LOCATED IN SOME OF THE MOST PRESTIGIOUS CITIES IN THE WORLD, INCLUDING NEW YORK, BEVERLY HILLS, CHICAGO, LONDON, MILAN, PARIS, MADRID, MUNICH, ISTANBUL, DUBAI, SEOUL, TOKYO, HONG KONG AND NEW YORK. WE ARE DELIGHTED TO SHARE MORE ABOUT THE BRAND AND THE MAN BEHIND IT IN THIS INAUGURAL ISSUE. ENJOY!



What brings Michael Kors to Upper Canada?
 "Toronto is a great city that has the perfect style sensibility for the Michael Kors brand. The women are urban-chic but they want to be comfortable and glamorous at the same time."
Michael Kors has an enviable client list, and how can he include the fashion-forward in Newmarket?
 The 2,500 square-foot store in Upper Canada Mall carries a luxe mix of accessories from both Michael Kors and MICHAEL Michael Kors.



HOME BLING

Gorgeous Connects with One of Canada's Leading Interior Designers: Brian Gluckstein

BRIAN GLUCKSTEIN IS KNOWN FOR CREATING SOPHISTICATED INTERIORS that combine luxury and elegance with comfort. Recognized as one of the world's top 35 designers that combine luxury and elegance with comfort. Recognized as one of the world's top 35 designers in Andrew Martin's Interior Design Journal, Gluckstein's portfolio includes prominent design projects such as The Four Seasons Hotel/Condominiums in Toronto, The Four Seasons Spa in Palm Beach and a collaboration with Benjamin Moore Paints for his GlucksteinHome furnishings line. A graduate of Ryerson University's Interior Design program, Gluckstein is the principal of Gluckstein Design Planning and a regular guest expert on Cityline's Cityline.

In 1999, Gluckstein launched a design-driven, affordable home furnishings line called GlucksteinHome. Spanning bedding, bath, dinnerware, furniture, decor, patio and holiday, the collections range in styles from traditional to modern while always reflecting Gluckstein's signature sense of effortless sophistication. Available at The Bay in Upper Canada Mall, the high-style line offers customers gorgeous design with functional appeal.
 We turned to this renowned style leader for some expert insight on where he draws his inspiration, what's new with his line for fall, and his tips for making your home sparkle this holiday season.



TREND SPOTTING

Gorgeous connects with Arren Williams, Creative Director, Home Fashions at The Bay

Arren Williams knows style when he sees it. As a former décor editor, stylist, trend expert and the Creative Director of Home Fashions at The Hudson's Bay, it's his job to scour the design world to bring stylish new products for the home to Canadians. A longtime guest expert on Cityline's Cityline, Williams has also appeared on HGTV and ABC News to share his design insight. His work has regularly appeared in top Canadian magazines and newspapers and he's been a style consultant for brands such as the Home Depot and Benjamin Moore. Always ahead of the curve, Williams uses his expert eye to spot emerging design trends from around the world and inform the seasonal direction for The Bay's Home department. His unique take on achieving high style combines his appreciation of modern, well-designed objects and furniture with his love of vintage and DIY projects. We turned to this trendsetter for insight on his career, personal style and what he's excited about this year at The Bay.

GORGEOUS When did you begin working for The Bay as Creative Director, Home Fashions and what does your role entail?
ARREN It's coming up on two incredible years now with Hudson's Bay, and I count myself lucky for totally loving my job and working with the best crew. My job is to set the seasonal fashion direction for Home, which includes Spring/Summer, Fall, Fall/Winter and Holiday. We really work quite far in advance; I delivered the direction for Fall '14 last fall. I also work closely with the buying team for Home, identifying new brands, partnering them in the right direction and providing trend counsel on an ongoing basis. **GORGEOUS** You've had such an exciting career working in the interior design industry. Before you joined The Bay what other experiences did you have?
ARREN Before this, I worked freelance for over a decade



Photograph of Arren Williams by Michael Akerman

EDITORIAL

"Gorgeous" also featured fashion and lifestyle editorial, including in-depth interviews with well-known style makers that included designer Michael Kors, filmmaker Jake Davis, interior designer Brian Gluckstein, Cityline expert Arren Williams, and Joya Studio Founder, Frederick Bouchardy.

FALL AND SPRING MAGAZINE EDITORIALS



SHOPPABLE VIDEOS

As an extension of our fashion magazine, we produced gorgeous 15, 30, and 60-second videos as well as two 'shoppable' videos. Our shoppable videos, a FIRST for a Canadian shopping centre, provided links to the external sites within videos and resembled a moving catalogue. Research has shown that 34% of apparel shoppers are more likely to make a purchase after viewing an online video ad.



TELEVISION

Our “Gorgeous” videos, which also served as our television and 15-second pre-roll spots, were shot by New York filmmaker, Jake Davis. He has filmed some of the most stylish and beautiful people around the world including hip-hop superstars Drake and Wiz Khalifa, and indie favourites The Walkmen and Vanessa Carlton. His commercial work includes spots for Nike, Converse, Woolrich, Barney’s and Gilt.

Citytv



Global



10 SECOND SNIPE IN THE BACHELOR



BREAKFAST TV FASHION SHOW



CITYLINE FASHION FRIDAY PROMOTION



CITYLINE FASHION SHOW

BRAND PARTNERSHIPS

We further cemented our fashion positioning through a 13-week sponsorship of Cityline's popular Fashion Friday's "Fashionista" from Sept. - Dec. 2012. We also presented 2 live fashion shows on Cityline and Breakfast Television in September 2012. From September 24-December 23, 2012, our CityTV programming delivered 2,076,506 impressions with a value investment of 4.5:1!

FASHIONISTA CONTEST PAGE

Citytv Watch Video Shows Schedule Community Contests Cityline Breakfast Television News Log Out (2) (Home)

DISCOVER *Gorgeous* AT UPPER CANADA MALL [CLICK HERE](#)

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Topic > Contests

UPPER CANADA MALL LOVES FASHIONISTAS AND HAVE A GIFT CARD FOR YOU!

ENTER FOR YOUR CHANCE TO WIN YOUR OWN \$250 UPPER CANADA MALL GIFT CARD

UPPER CANADA MALL *Gorgeous*

[Click here to see fabulous looks>>](#)

UPPER CANADA MALL *Gorgeous*

FASHION LOVER CHECK OUT OUR GORGEOUS BLOG

NEWMARKET MICHAEL BROS. BROWNE VICTORIA'S SECRET APPLE

MicroPoppins | Read | Comment | Favorite

- Roasted sweet potato soup with orange and ginger
- Pumpkin pie pancakes
- Basil and spicy harissa dip
- No bake peach and almond tartlets
- Romesco sauce

Enter Contest

Upper Canada Mall "Fashionista" Contest

General Information

* First Name:

* Last Name:

* Email:

Phone:

Address Line 1:

Address Line 2:

City:

State/Province:

Postal Code:

From time to time Citytv would like to send you offers and our e-newsletters, including information about our latest articles, special events, promotions, and more! Would you like to receive these in the future?

Confirm Age And Permission

I confirm I am over the age of 18.

Double check to make sure your entry is correct and then hit submit below

[Enter Now](#)

Official Rules

Upper Canada Mall Fashionista Contest 2012 Powered by © UPICKER All rights reserved.

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Wendyline @sarahbushline2 I would start by going to a modelling agency. Other than that, not sure. Not a model!

Wendyline @makingstitch @grammystyle sounds like a BQ! Would love to see you on the show!

Upper Canada Mall Loves Fashionistas

Enter for your chance to win your own \$250 Upper Canada Mall Gift Certificate

[Enter Now!](#)



HOLIDAY GIFT GUIDE



CINEMA AD



TELEVISION AD



BILLBOARD



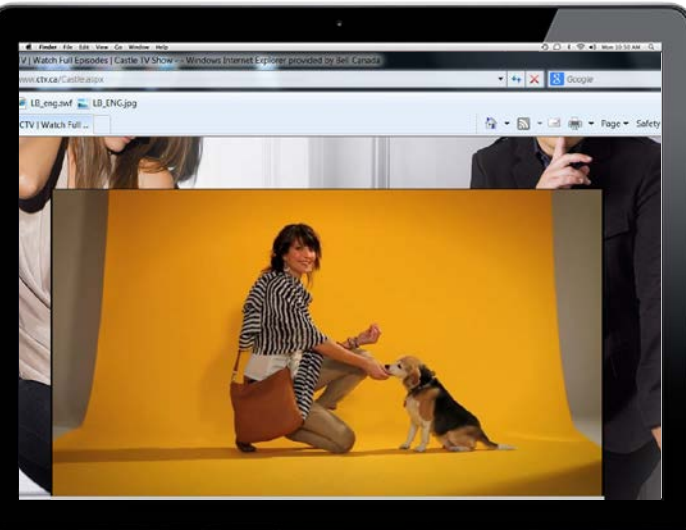
ERA BANNER AD

MULTIMEDIA ADVERTISING

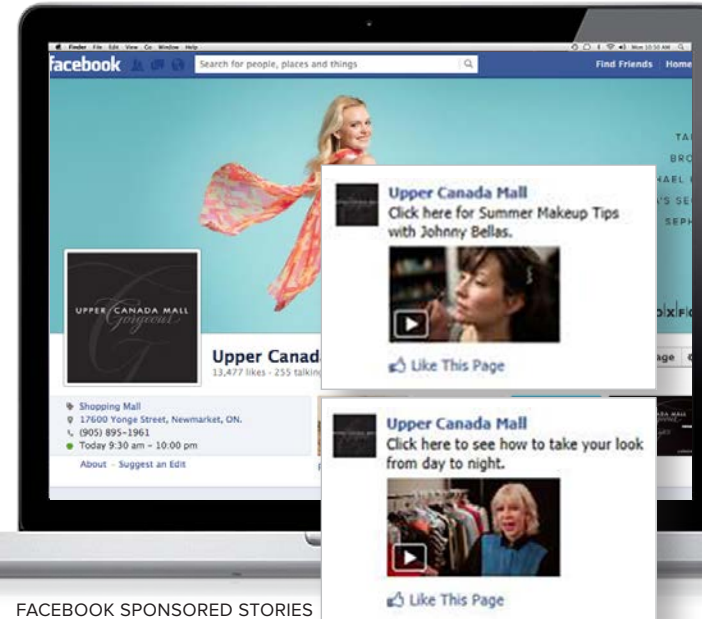
Our "Gorgeous" campaign crossed multiple medias including: strategically located billboards; ads in LOULOU magazine, the Toronto Star, and 11 local community newspapers; a holiday gift guide; 15-second spots in three major cinemas; and 15 & 30 second TV commercials, delivering an impressive 16,086,584 million impressions from September 17, 2012 - May 19, 2013.

ONLINE MARKETING

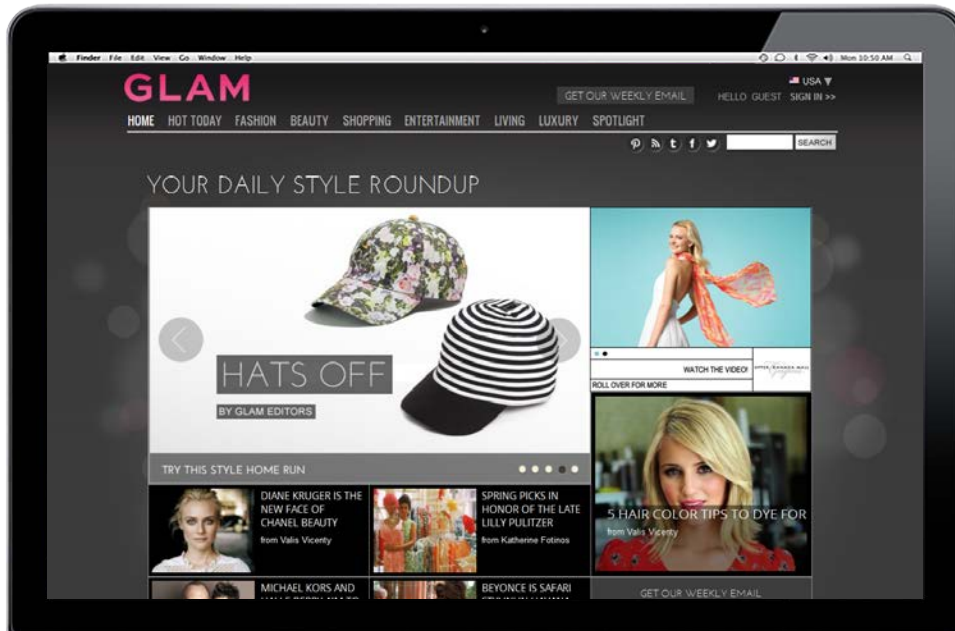
Ad units on key fashion and lifestyle websites included geo-targeted 15-second pre-roll, leaderboard, skyscraper and big box ads, along with Splash Box ads that included our brand videos, generating 2,139,337 impressions from September 17, 2012 - May 19, 2013. A series of Facebook Sponsored Stories that ran in spring 2013 generated an impressive 1,140,648 impressions and 20,409 total clicks.



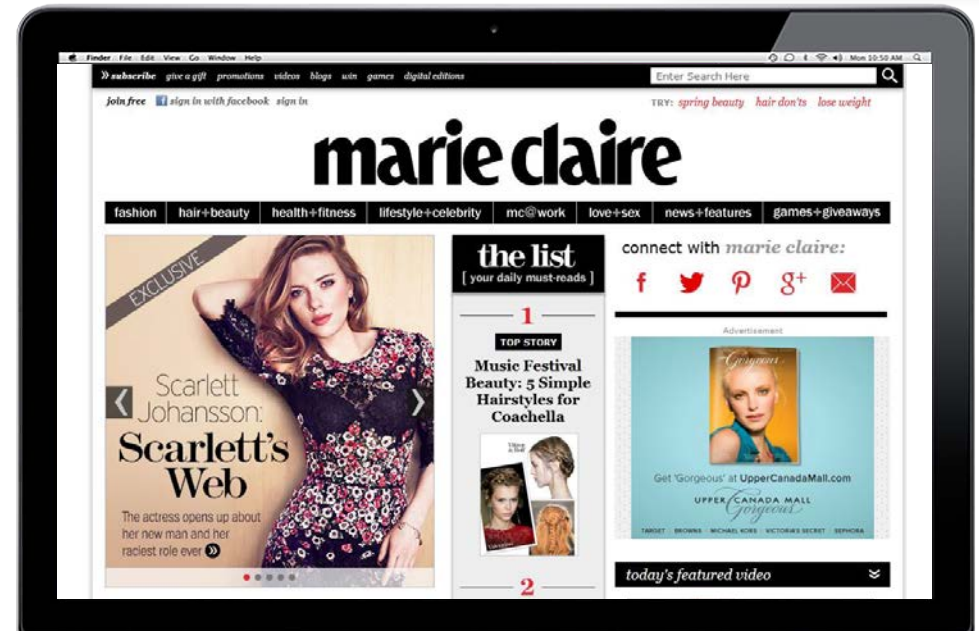
PRE-ROLL



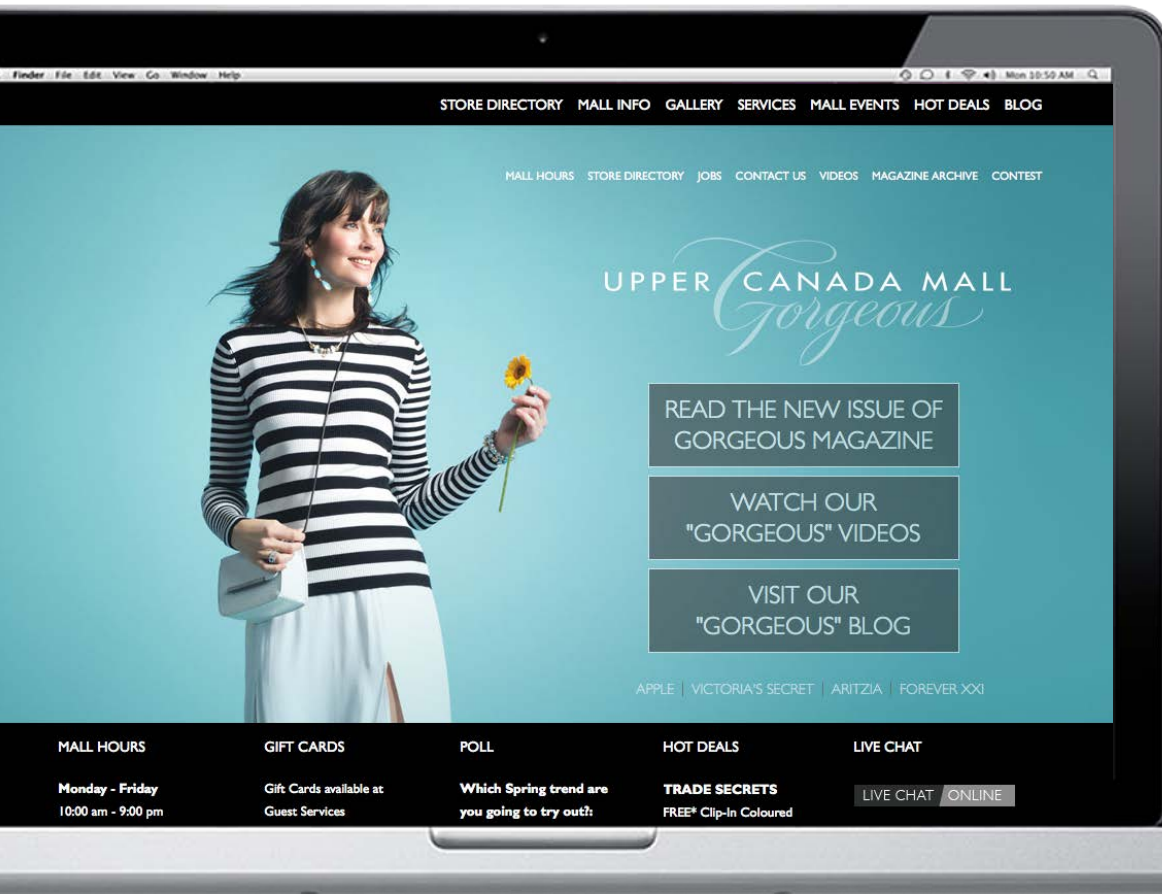
FACEBOOK SPONSORED STORIES



SPLASH BOX



BIG BOX



FACEBOOK



BLOG



TWITTER



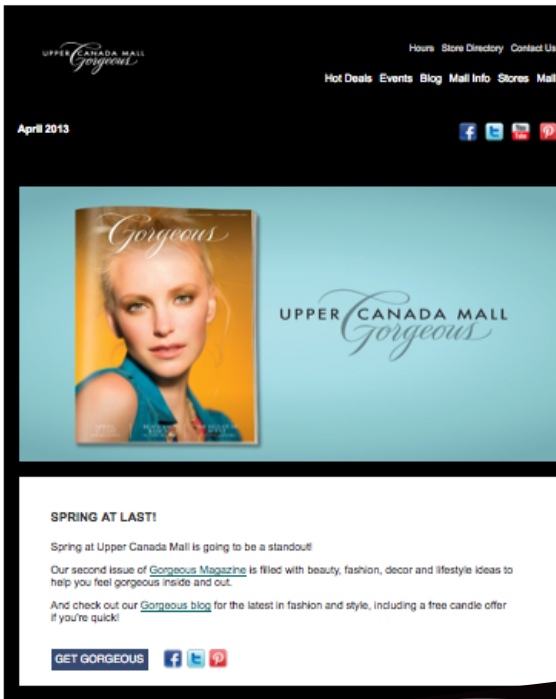
WEBSITE

ONLINE ENGAGEMENT

Our rebranded website was loaded with content that engaged our visitors and as a result our monthly website traffic increased by 20.3% to an average 70,799 visitors/month and our new "Gorgeous" blog averaged 1,220 views/month, 22% above our objective. We also grew our Facebook "likes" by 15.4% and increased our Twitter followers to 4,007, now the 3rd highest amongst GTA centres.

BRAND INTEGRATION

We consistently integrated our new brand campaign across a total of 40 touch points and media applications. This included an e-newsletter, gift cards, leasing materials, Management Office signage and a pocket-size "Gorgeous" manifesto for staff. We also elevated the image of our security team with a "Gorgeous" branded vehicle sponsored by Mercedes Benz.



E-NEWSLETTER



GIFT CARD



PROMO MATERIALS



OFFICE SIGNAGE



HOARDING



SECURITY VEHICLE



T-SHIRT



EXTERIOR BANNERS



GUEST SERVICES
MONITORS

SIGNAGE

Large exterior entrance banners and window decals greeted shoppers and provided a dramatic presence for our campaign. Within the centre we utilized King signage, ViCCi and Guest Services screens and collateral materials to reinforce our “Gorgeous” brand.



EXTERIOR DOORS



KING SIGNS AND VICCI



Gorgeous is in the details and in the big picture.
 Gorgeous is in the way we do anything – and everything.
 Gorgeous is something we aspire to be every day.
 Gorgeous is how we want our guests to feel.
 When we care for our community – that’s gorgeous, too.

Gorgeous sets a higher standard.
 We want to be gorgeous, inside and out.

Gorgeous isn’t ordinary. It’s extraordinary.

Upper Canada Mall. Gorgeous.

UPPER CANADA MALL
Gorgeous



*Gorgeous is in the details
 and in the big picture.*

*Gorgeous is in the way we do
 anything – and everything*

GORGEOUS STAFF VIDEO

GORGEOUS INSIDE & OUT

Our “Gorgeous” brand was integrated into all aspects of UCM’s operations, from Marketing to Security to Guest Services and for the first time in our 39-year history, we achieved an outstanding \$680 sq.ft in sales. Upper Canada Mall was truly Gorgeous inside and out!



POCKET MAINFESTO