



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **Aritzia arrives at Montreal Eaton Centre**

Montreal, Quebec, August 29, 2013 – With a new store opened recently on Fifth Avenue in New York City, renowned retailer Aritzia officially arrives in Montreal today! The chain of boutiques, founded in Vancouver, has chosen the Montreal Eaton Centre for its sole downtown location.

"We are always looking for the best of the best in terms of location," says Brian Hill, Founding President and CEO of Aritzia.

Aritzia targets a young female clientele. Blending high-end quality with an urban chic style, Aritzia is known for carrying clothing from established designers such as Rebecca Minkoff and Charlotte Ronson, as well as exclusive lines from the likes of Wilfred. "The company's mission is to offer beautifully designed clothes that are on-trend, high quality, and of good value," says Mr. Hill.

Since opening its first boutique in Vancouver in 1984, the company has expanded to over 50 locations across North America. Aritzia is celebrating its arrival in Quebec by devoting a special issue of its webzine to Montreal. "We'll be able to share our reasons for loving this city so much," added the CEO of Aritzia.

### **About the Montreal Eaton Centre**

Located in the heart of Montreal on Sainte-Catherine Street, the largest commercial artery in Canada, the Montreal Eaton Centre, owned by Ivanhoé Cambridge, has the most important commercial offer in the downtown core. The centre is home to, among others, GAP, Old Navy, Levi's, True Religion, Aldo and Grévin Montréal, the first international address of the renowned Parisian wax museum. With 175 boutiques and restaurants, the Montreal Eaton Centre is a not-to-be-missed shopping destination and also hosts the largest food court in North America, with free Wi-Fi access. Gateway to Montreal's famous underground network, with direct access to the McGill metro station, the centre welcomes over 25 million visitors each year. The centre celebrates the liveliness and creativity that make Montreal such a fascinating city by hosting artistic and cultural events on a regular basis and offering its visitors practical information on how to discover the city.

**Information:** Mélanie Castonguay  
[melanie.castonguay@ivanhoecambridge.com](mailto:melanie.castonguay@ivanhoecambridge.com)  
+1 514 288 3710, ext. 224