

# 2018 RETAILER STORE TOUR

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**12PM:** Complementary shuttle departs Hilton Toronto Airport Hotel, Mississauga

**12:15PM:** Shuttle departs Delta Toronto Airport & Conference Centre, Etobicoke

**1PM: Check In/Welcome**  
Samsung Experience Store  
2nd Floor  
CF Toronto Eaton Centre  
220 Yonge Street  
Southwest corner of Yonge St. & Dundas St. intersection

**2PM: Bus Departs for Yorkdale**  
Rolling, narrated tour up Yonge Street, across Bloor St. West

**3PM: Yorkdale Tour**  
Yorkdale Shopping Centre  
3401 Dufferin Street

*Retail locations including:*  
Dyson  
Roots  
Restoration Hardware  
Muji  
Fume

*Walk & Talk tour including:*  
Canada Goose  
Concept 0.5  
Hunter Boots  
Longchamp  
Moose Knuckle  
October's Very Own  
Sportchek  
Tesla

**5PM - 6PM: Cocktail Party**  
Habitant  
2nd floor, Nordstrom

## Welcome to Toronto!

The Six, T-Dot, YYZ, Hogtown - Toronto is the home to an estimated three million people, speaking almost 200 languages with more than half of the population saying they belong to a visible minority. A vibrant retail market, in 2017 Toronto attracted a record number of international retailers to an already highly competitive market.

The selection of retailers on our tour is focussed on highlighting key trends including experiential stores, brand direct retail, innovation in shopping centres, Instagramable" in-store design and personalization.

Our retail tour of Toronto will begin at Canada's busiest shopping mall CF Toronto Eaton Centre, journey up Canada's longest street to the "Mink Mile" then to Yorkdale shopping centre. Finally, we'll wrap with a social gathering to network and discuss the amazing retail that we've seen and visited during the day.



### Special thanks to our generous sponsors!

Exclusive benefits to RCC members happen in-part with the generous support of our vendor community, so thanks to our Presenting Sponsors **Samsung**, supporting sponsors **InComm**, **DAC**, bus sponsor **Vantage** and Cocktail sponsor **Salesforce** for supporting our 2018 Retailer store tour.



## A Message from our Presenting Sponsor

# SAMSUNG

Samsung Canada is excited to welcome you to the first edition of STORE Tour as part of the 2018 STORE Conference. To kick it off, we invite you to explore the largest and most immersive Samsung Experience Store in Canada at CF Toronto Eaton Centre. At 21,000 square feet, this recently opened retail destination invites curiosity and discovery from the nearly 50-million visitors CF Toronto Eaton Centre attracts to the heart of the city annually. The store engages visitors with hands-on experiences across the full Samsung ecosystem, encouraging them to discover how technology can integrate seamlessly into their lifestyle. They are encouraged to discover at their own pace how technology innovations can integrate seamlessly into their lifestyle. The space also serves as a showcase for state-of-the-art Samsung enterprise retail technology solutions, from mobile to digital signage.



## History comes alive again at Queen & Yonge



Cadillac Fairview, the owner/operator of CF Toronto Eaton Centre has recently announced a significant renovation of its historic "Woolworth" building, built in 1885, housing the retailer from 1913 to 1980.

The 22,011 square feet of retail space & 23,150 square feet of office space featuring a restaurant on top will join the



November 2017 installation of a new bridge joining the CF Eaton Centre to the Hudson's Bay building which also hosts Sak's Fifth Avenue flagship as amazing additions to the



streetscape that in total amounts to over 2 million square feet of retail space.

## Samsung CF Toronto Eaton Centre

A key street-facing anchor with a prominent mall in Canada's busiest shopping mall, the Samsung experience store is both our initial gathering location for an inspiring afternoon of retail and a highlight of the tour itself



A true technology playground, at 21,000 sq. ft. - the largest Samsung Experience Store in Canada-- it is the



personification of Samsung retail innovation. Providing elevated customer experiences via an open-concept, free-flowing space, it is a destination for guests to immerse themselves with the brand no matter what they are interested in.

The curvaceous two-storey glass pavilion invites discovery. A metal ribbon flows over the exterior and through the entrance canopy, engaging visitors to explore the fluid, contemporary and timeless design. The ground floor features a variety of interactive areas. Softly lit swirls sweep across walls and ceilings, encircling a grand curvilinear staircase that ushers guests to the second level.



The second floor of the space invites visitors to delight all five senses through a variety of experiential areas. From a TV experience zone featuring the stunning 'The Frame' television to a full-scale Samsung Test Kitchen for live-cooking demonstrations and classes, the space aims to inspire guests to be curious.



## Walk & Talking at Yorkdale

Toronto's own Drake launched his



**OVO** store (October's Very Own) in Yorkdale in 2017, his fifth location. Look for a sleek, open environment with limited inventory on the store floor and a dynamic merchandising strategy including co-branded products with neighbour Roots.

**Sportchek** opened a series of key flagship stores in 2015 that today continue as touchstones in the merger of digital and bricks & mortar experiential. At 45,000 square feet, with 46 tablets and featuring 237 Samsung screens, digital innovation surrounds the customers elevates the shopping experience and seamlessly



integrates digital experiences to elevate the brand experience.

## Roots

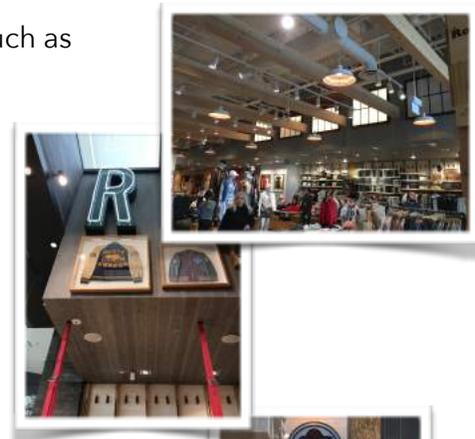
Mixing the contemporary and the classic, the Canadian retailer that Michael Budman & Don Green in 1973 is breathing new life into the brand with the help of private equity funding, upgrading their five flagship stores and two 4,000 square foot experiential stores in the Boston summer 2018.

Highlights in this flagship are many, focussing on a customers experience that is personalized yet culturally rich.

The Roots customization station enables customers to fashion and craft their very own Roots classic leather jacket.

Iconic images from the company's rich history such as their actual first original external store signs and logos, canoes in the rafters, and an in store lighting design that mimics the vibe and environment from their original Toronto manufacturing warehouse.

These all come together to create a sophisticated retail merchandising strategy and in-store marketing design that creates well lit, well framed "instagramable" moments fo their customers to share amongst in social media.



**Concept 0.5** takes the pop-up retail trend into the shopping mall. Featuring a revolving series of seasonally relevant small vendors, this 3,600 square foot space keeps the retail experience for shoppers fresh and novel, and acts like an incubator for brands who could not



otherwise afford to be in a A-Class mall like Yorkdale

**Hunter Boots**, founded in 1856, has emerged as a classic brand with modern momentum and new Canadian partners. With their private equity partners Searchlight capital (who also partners with Roots, M&M Food Market and Gymboree) this 2,800 square foot brand direct store is their only North American location and



highlights both the breadth and new depth of product from the classic Scottish brand.

## Dyson Demo

Is this a retail store or museum? The only Canadian store like it, and one of only our four in North America, is a concept store celebrating design, functionality and performance. This brand direct store retails the latest Dyson products, showcasing them in museum like reverence that works to elevate their status as high performance solutions for your home or office.



## Muji

This Japanese retailer's launch strategy into Canada can best described as "Measure twice, cut once". First

launching with a retail store in Toronto adjacent to the Eaton Centre in 2015, now rapidly expanding with plans for 15-20 locations by 2020, including this 6,300 square foot store in



Yorkdale.

Muji's philosophy (and a translation of the brand name) is "No Brand Quality Goods". Be sure and check out their personalized embroidery service right in the store.



**Tesla** was one of the first automobile brands to realize the power of the shopping mall as a permanent retail space



rather than a promotional vehicle campaign. Now in almost 30 Class A malls across North America, its a winning strategy no doubt borrowed from consumer technology vendors rather than Detroit

The first of it's kind in Canada, French luxury retailer **Longchamp** wanted to take the full product and brand experience directly to consumers in this compact



1,600 foot store. Watch for a high performance staff and clever merchandising showcasing the incredible variety of colour ways.

## Restoration Hardware

Dominating the west end of the mall is this massive, four floor furniture showcase and restaurant.



With over 70,000 square feet, Restoration Hardware elected to close their other Toronto locations and consolidate into this amazing space.



Featuring their own in-house restaurant (only the second in the chain after Chicago) the store is an inspiration to merchants seeking to build a immersive experiential brand experience. Every angle is a instagram picture, and their four floor patio with it's olive trees is a joy.



With direct to consumer retail locations opening up across North America and Europe, **Canada Goose's** Yorkdale flagship still stands out as the



model for this hot, private equity backed brand. Look out for a couple of stand out features of the store including their white marble cash wrap, iconic jackets on display and movable cabinet that keep the store stocked and merchandise safe.

**Moose Knuckle's** first every North American



flagship direct to customer 2,700 square foot store demonstrates a testament to their more edgy and fashion forward brand and assortment strategy. The merchandising is the hero and vibe is relaxed.

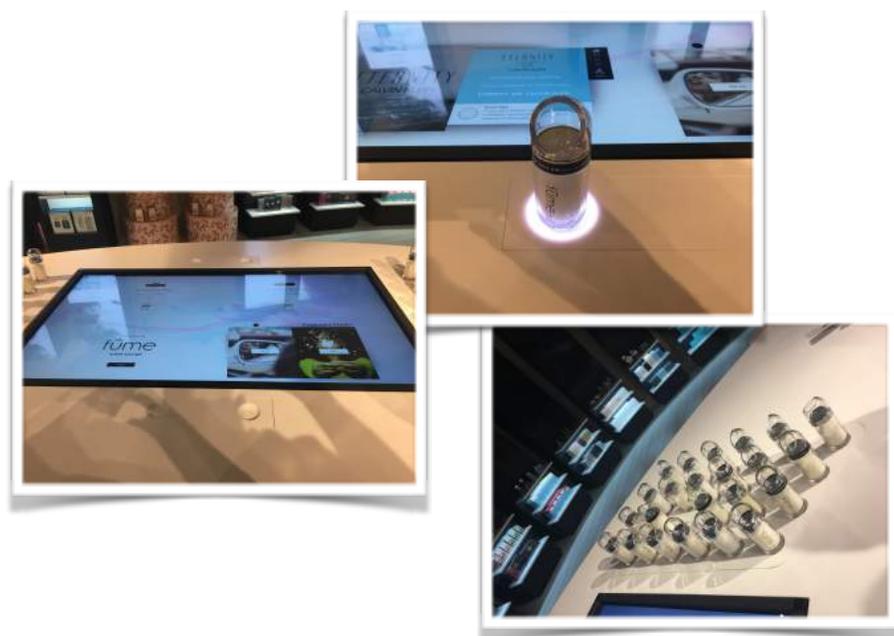
## Fume at Hudson's Bay

Opened in the fall of 2017, Hudson's Bay partnered with Cody to launch one of the most innovative and interactive fragrance merchandising concepts in retail. Lead by an interactive desktop



screen, customers experience a select group of ten perfumes in a whole new, interactive way. Featuring a series of non-spray, RFID infused inhalers, your suggested choice of fragrance is highlighted with a lit, soft glow on a white table with gentle circular indentations where the unbranded inhalers rest.

Be sure and take a tour with the helpful staff of the interactive digital console, from which you can choose personal scents (e.g. floral or citrus) and tap away with a short gift-givers quiz that helps you select just the right scent for that special someone.



## Special Feature: Exploring Two Toronto powerhouse Shopping Malls

We'll be touring two of Canada's leading mall properties – this will involve something of a brief stop at CF Toronto Eaton Centre in downtown Toronto, as well as having a more comprehensive tour of Yorkdale Shopping Centre. The following courtesy of Retail Insider is a discussion on each, including what makes them remarkable.

### CF Toronto Eaton Centre

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North America's busiest shopping centre sees more than 50-million annual visitors. That makes the centre busier than the Las Vegas Strip, Central Park in New York City, the entire passenger count at Toronto's Pearson International Airport (one of the busiest in the world, almost as many visitors as the world's busiest tourist attraction, Disney World, and Mall of America in suburban Minneapolis which is North America's second-busiest mall with about 40-million visitors, and Honolulu's Ala Moana Centre that sees about 42-million annual visitors.

CF Toronto Eaton Centre is Canada's largest downtown shopping centre with over 2.1 million square feet of retail space. Remarkably, CF Toronto Eaton Centre is Canada's fourth most-productive shopping centre with annual per square foot sales of \$1,528 as of June 20, 2017.

### Yorkdale Shopping Centre

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Toronto's Yorkdale Shopping Centre is considered to be Canada's leading mall in terms of both revenue per square foot, as well as with the number of first-to-Canada retailers that make their launch from within the centre. According to Retail Council of Canada's 2017 Canadian Shopping Centre Study, Yorkdale Shopping Centre saw annual sales per square foot of \$1,653 as of June 30, 2017.

Yorkdale has seen more first-to-Canada retailers open in the centre since 2012 than any single place anywhere in the country. This popular destination boasts more luxury retailers than any shopping centre in Canada, and more luxury brands are on the way as landlord Oxford Properties reaches out directly to some brands. It was the first 'suburban' mall in Canada to create a luxury wing and it remains the only centre of its kind in Canada, though others are now adding luxury in a 'copy cat' fashion.

Lastly, Yorkdale is one of Canada's largest malls, with over 1.8-million square feet of retail space, and it is also one of Canada's busiest with over 18-million annual visitors.

