

MEDIA RELEASE

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WEM celebrates summer in style with exciting new retailers!

EDMONTON, ALTA. – North America’s largest shopping and entertainment centre will soon be adding some iconic, global fashion retailers to its already fantastic lineup of tenants. The arrival of A|X Armani Exchange, 7 For All Mankind, Scotch & Soda, Bench, and La Maison Simons is sure to excite everyone from the casual shopper to fashion aficionado.

“The shopping experience at West Edmonton Mall is clearly unmatched. We offer the largest selection of fashion available anywhere in Canada,” said Stacey Claffey, West Edmonton Mall general manager. “We are pleased to be welcoming a number of exciting new tenants, many new to this marketplace. They are dynamic, popular brands that will reaffirm our status as Canada’s must-shop destination for both local shoppers and tourists alike.”

Here is a list of some of the new retailers coming to, or who have just opened, at West Edmonton Mall. Stay tuned for further announcements. Even more incredible retailers are coming soon.

7 For All Mankind – August 2011

Only Edmonton location

www.7forallmankind.com

A leader in premium denim, *7 For All Mankind* quickly exploded on the fashion scene, earning critical acclaim and becoming a must-have among Hollywood elite such as Angelina Jolie, Cameron Diaz, Ben Affleck and Ryan Reynolds. *7 For All Mankind* has become both an established modern classic for their sophisticated fits, as well as a leading trendsetter for their newest fashion-forward washes and designs. They have expanded their product line to now include women’s, men’s, kids’, sportswear, handbag, and footwear collections.

Scotch & Soda – August 2011

Only Edmonton location

www.scotch-soda.com

Hailing from Amsterdam, *Scotch & Soda* aspires to design for each individual, finding inspiration from around the world. Their classic and vintage products are high quality, rich in detail, and affordable. With the addition of their women’s line—Maison Scotch—and their boy’s line—Scotch Shrunk—*Scotch & Soda* is taking the fashion world by storm.

Oro Gold Cosmetics – August 2011

Only Canadian location

orogoldcosmetics.com

If you’ve visited The Forum Shops at Caesar’s Palace in Las Vegas, you’ve seen it there. And soon, it will be here too—*Oro Gold Cosmetics*. *Oro Gold Cosmetics* features luxurious skincare and cosmetic products made with 24-karat gold, which speeds up cellular process and has excellent anti-aging qualities. *Oro Gold Cosmetics* recreates the golden mask of Cleopatra for today’s woman, including everything from 24K Deep Day Moisturising Cream to 24K Collagen Renewal Serum to 24K Golden Body Butter.

Bench – Fall 2011

www.bench.ca

Bench—the brand we all know and love—is opening a standalone store in West Edmonton Mall. This British-born, urban-lifestyle label originated in the late ‘80s as a niche T-shirt brand, creating pieces inspired by BMX biking and the world of skateboarding. It has since exploded on the fashion market, and today is a widely and highly respected urban lifestyle brand sold worldwide in Europe, the United States, Canada and Australia. *Bench*, which is renowned for their multifunctional, wearable fashions, specializes in men’s and women’s casual streetwear, as well as sportswear and accessories.

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WEM celebrates summer in style cont.

The Disney Store – Redesign – Fall 2011

Only new concept store in Edmonton

Disneystore.com

It's a favourite store for children of all ages and, soon, *The Disney Store* will bring all their latest imaginations to a new concept store at West Edmonton Mall, the largest in Western Canada. Disney's new, interactive stores leverage the latest technology to enhance guests' experiences, making their locations must-see family destinations. Stores include a small castle with a magic mirror that shows movie clips of princesses, as well as a place for children to build a custom toy car.

Rockport – Fall 2011

Only Edmonton location

www.rockport.com

A subsidiary of the world-famous adidas Group, *Rockport* was the first to engineer performance walking comfort in casual and dress shoes. *Rockport* creates collections that are sophisticated and stylish without compromising comfort or functionality, resulting in the most walkable shoes in the industry.

True Religion – Spring 2012

Only Edmonton location

www.truereligionbrandjeans.com

True Religion was founded in 2002 with the intent of redefining premium denim. It didn't take the company long. With its commitment to perfect fit, timeless style, and a hippie bohemian chic flair, *True Religion* has quickly solidified its brand position globally as a leader in premium denim and casual sportswear.

Steve Madden – Spring 2012

Only Edmonton location

www.stevemadden.com

Steve Madden is considered to be the fashion footwear mogul of the 21st century. His goal is to give young, fashion-forward women a unique way to express their individuality through style. From his redefined version of platform shoes in the early '90s to his expanded line that today includes everything from shoes to handbags to accessories to bedding, the *Steve Madden* brand represents a lifestyle that embraces fashion while still maintaining the funky independence that defined the brand 20 years ago.

La Maison Simons – August 2012

Only location outside of Quebec

www.simons.ca

One of Canada's leading fashion retailers—*La Maison Simons*—is opening a 120,000-square-foot store along Europa Boulevard. Founded in 1840 in Quebec City, *La Maison Simons* has built its reputation on being passionate about fashion, a passion that transcends throughout their unparalleled selection of cutting edge, high-quality fashion merchandise. The WEM location will spotlight many of the world's hottest designers and Simons' own exclusive, original house labels in a revolutionary shopping environment on par with the world's top names in fashion.

XXI Forever – Store expansion – Fall 2012

www.canada.forever21.com

A phenomenon in the fashion world, *XXI Forever*, is doubling the size of its current West Edmonton Mall store to over 44,000 square feet! Celebrated by many style-conscious and trend-savvy shoppers, *XXI Forever* features the most current fashions at the greatest value.

Check out the latest retailers now open at West Edmonton Mall:

A|X Armani Exchange – now open

Only Edmonton location

www.armaniexchange.com

A youthful label created by world-renowned Italian designer and entrepreneur Giorgio Armani, *A|X Armani Exchange* is inspired by street-chic culture, fashionable dance music and everything that signifies freedom and personal style. This casual, yet sophisticated line features trendy looks for men and women including apparel, accessories, eyewear, watches, jewelry, and music—making it one of the world’s leading fashion brands.

FYidoctors – now open

www.fyidoctors.com

FYidoctors, Canada’s newest and one-of-a-kind concept in eye care and eyewear, is now open. *FYidoctors* is the first and only eye care company that merges full scope optometric practices into a single entity while offering a wide selection of premium and exclusive labels such as Bench, Burberry, Michael Kors, and many more.

Laptop Depot – now open

www.laptodepot.ca

As the only computer retailer housing a service department that has the ability to do motherboard repairs at the store level, *Laptop Depot* believes in making mobile devices, such as laptops, tablets and smartphones, accessible to everyone by providing great prices along with exceptional service.

Tommy Bahama – now open

Only Edmonton location

www.tommybahama.com

Inspired by the refined, unhurried attitude of coastal life, *Tommy Bahama* has quickly evolved into complete lines of apparel and products centred on the good life for both men and women. Today, you can literally fill your home from floor to ceiling with *Tommy Bahama* products. Whether you are looking for the perfect gift or something for yourself, authentic *Tommy Bahama* style comes to you at considerable value.

Volcom – now open

Only Edmonton location

www.volcom.com

This modern lifestyle brand embodies the creative spirit of youth culture. *Volcom’s* avant-garde approach to clothing and branding has set it apart in the action sports industry and beyond. If you have a passion for art, music, film, skateboarding, surfing, snowboarding or motorcross, *Volcom* is your fashion destination.

Boathouse – now open

Only Edmonton location

www.boathousestores.com

Boathouse is your number one source for the latest brands. You won’t have a problem staying on top of what’s new and hip in denim, footwear, sweaters, outerwear, tops and accessories with brands like Quiksilver, Roxy, Volcom, and more.

For more information, please contact:

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