

# wilsondisplay

## store fixtures

Head Office  
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## Canada's first Premium Outlet opens to huge crowds

- *Canada's first Premium Outlet mall located west of Toronto at Hwy 401 and Trafalgar Road, with 400,000 sf of selling space and over 80 top designer brand shops, opened on August 1st to lineups around the mall's perimeter and a packed parking lot*
- *An outdoor shopping experience, the mall's racetrack layout was designed to copy the Premium Outlets found in NYC, Las Vegas and Orlando*
- *Several stores are new to the Canadian retail scene, including Famous Footwear, Icebreaker, Mountain Warehouse, and many are new to the Canadian outlet marketplace, such as J. Crew, Kate Spade, Ted Baker London, Cole Haan, and Restoration Hardware*



## HBC launches its new Hudson's Bay Outlet concept

- *Anchoring the mall is HBC's first ever Hudson's Bay Outlet. The 25,000 sf store offers consumers discounted designer and brand name fashions, footwear and accessories for women, men and children*
- *Many brands are exclusive to Hudson's Bay. Bonnie Brooks, President of the Hudson's Bay Company was quoted as saying, "With the season's hottest assortment and diverse brand availability, we expect our outlet location to become a must-stop shopping destination."*



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## Wilson Display partners with HBC to deliver a complete store package in record time

- *When HBC's Fixture Procurement team was deciding on a store fixture supplier to make their vision a reality, they needed a partner they could rely on...who would deliver on-time and on-budget within a very tight timeline*
- *Wilson Display Limited was selected to engineer, manufacture, deliver and install the complete package of mixed material fixtures*



## Customer Testimonial

*"Wilson Display was the chosen vendor based on their capability and expertise in working with HBC/Lord & Taylor on past projects. Presented with an aggressive time line, our Account Manager was very involved with every aspect of the manufacturing, delivery and installation process and provided me with timely updates. Wilson's installation team worked well with the general contractor and they were flexible with shipments and installation when presented with on-site challenges.*

*It was a seamless process working with Wilson Display, from beginning to end. The Hudson's Bay Company is very pleased with the end product."*

**Ken Lall**  
Fixture Procurement, Hudson's Bay Company



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