

HR

MARC BY MARC JACOBS
ACCESSORIES, MAIN FLOOR.

MARNI
JEWELLERY, MAIN FLOOR.

JANNA CORSIINA
HANDBAGS, MAIN FLOOR.

VINCE
SECOND FLOOR.

3.1 PHILIP LIM
SECOND FLOOR.

HELMUT LANG
SECOND FLOOR.

MARC BY MARC JACOBS
SHOES, SECOND FLOOR.

THE NEWLY DESIGNED
HOLT RENFREW
MORE SPACE. MORE DESIGNERS.
757 DUNSMUIR STREET, PACIFIC CENTRE

The illustration is a blue-line architectural drawing of a woman from the waist up. She is wearing a plaid coat with large buttons, a necklace, and a handbag. The drawing is overlaid with a grid and various lines, suggesting a blueprint. Labels with arrows point to different parts of her outfit and accessories, identifying the designers and the store floor where they are located. The overall style is technical and precise, contrasting with the fashion theme.

Architectural blueprints meet designer fashion. A full-page newspaper campaign announces the opening of a newly expanded Holt Renfrew store using the tagline: More space. More designers.