

HR

PRADA
SECOND FLOOR

ETRO
JEWELLERY, MAIN FLOOR

VERA WANG
SECOND FLOOR

NINA RICCI
SECOND FLOOR

CHRISTIAN LOUBOUTIN
SHOES, SECOND FLOOR

PRADA
HANDBAGS, MAIN FLOOR

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

The image is a blue-toned architectural blueprint of a woman's outfit. The woman's face is at the top, with a circular logo containing the letters 'HR' above her forehead. Her hair is long and straight. She is wearing a long, textured coat with a scalloped edge. Her right hand is raised, holding a small rectangular object. The blueprint includes various labels for different parts of the outfit and accessories, such as 'PRADA SECOND FLOOR', 'ETRO JEWELLERY, MAIN FLOOR', 'VERA WANG SECOND FLOOR', 'NINA RICCI SECOND FLOOR', 'CHRISTIAN LOUBOUTIN SHOES, SECOND FLOOR', and 'PRADA HANDBAGS, MAIN FLOOR'. The entire illustration is enclosed in a blue border.

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.