

For Immediate Release  
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## **Female Pride is Strong at STC GRL PWR: A Shoppable Apartment Pop-Up**

Embrace female pride at GRL PWR, a Scarborough Town Centre (STC) exclusive. Available from August 23 to September 13, GRL PWR is an artfully curated lifestyle shop featuring 15 Toronto-centric brands, developed in collaboration with female-driven creative agencies, Kastor & Pollux and August in Bloom. This GRL PWR pop-up space is curated in the form of a chic urban apartment and is part of the evolution in retail experiences. GRL PWR will showcase inspirational and empowering fashion, beauty and home décor.



### **Find Your Power**

Divided into three areas: bedroom, living room, and kitchen - GRL PWR is a playful representation of a female millennial's dream apartment, where shoppers can select from an authentic array of female-pride merchandise:

- shop Peace Collective's exclusive female-pride streetwear line, available only at GRL PWR;
- cleanse your body and mind with organic, plant-based juices from Greenhouse;

- discover your best handcrafted lip shade at Lipcandy;
- appreciate the beauty of slow living through ceramic objects by Common Goods;
- pamper yourself with natural, vegan skincare from NIU BODY;
- and celebrate femininity with a watercolour original by Art of Marina.

### **Speaking the Words, Spreading the Power**

GRL PWR speaks not only to the diversity of STC shoppers, but also to its core base, females. STC GRL PWR was launched to bring positivity and empowerment to the shopping centre's devoted audience. Indie88 will be at STC on Saturday, August 25 from 11 am to 3pm, alongside radio personality, Lana Gay, to help spread the word about GRL PWR.

With exclusive selections of empowering merchandise and accessories, STC GRL PWR will serve as the ultimate landscape for finding self-love and all-things female-related.

Scarborough Town Centre is the largest regional shopping centre in the eastern Greater Toronto Area, with more than 250 shops and services and 1.6 million square feet of retail space. Ranked as one of the top 20 performing shopping centres in Canada, Scarborough Town Centre welcomes 22 million shoppers per year. Located at HWY 401, between Brimley Road and McCowan Road. Scarborough Town Centre is managed by Oxford Properties Group and owned by AIMCo and Omers Realty.

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