

Edmonton fashionista leaves WEM for Kingsway Mall

BY JENNIFER FONG, EDMONTONJOURNAL.COM APRIL 7, 2010

EDMONTON — One of Edmonton's most well-known fashionistas has a new mall to call home.

Kingsway Mall announced last week that John Chwyl, former "fashion guy" and marketing director for WEM, has been hired to lead its marketing department. Chwyl, who was the face of Canada's most famous mall for 16 years, now leads Kingsway's "Let Your Light Shine" campaign, launched last November to mark the unveiling of the mall's \$70 million makeover.

"It is very exciting," Chwyl says. "Kingsway has gone through such massive renovations; it's almost like a brand new mall in the city."

Both the mall, situated just north of downtown, and Chwyl are interested in continuing his role as a fashion adviser for shoppers, but no concrete plans have been ironed out yet.

As of right now, Chwyl says, "I'm always available for people to call if they need fashion advice. We'll make sure there's some access online for people eventually. I think I can continue to speak on behalf of fashion in Edmonton."

West Edmonton Mall is currently in the process of hiring another fashion guy to replace Chwyl, says WEM spokeswoman Sheri Clegg.

Since Kingsway's facelift, the mall has positioned itself as a fashion destination. "Going forward," says property manager Natalie Shewchuk, Chwyl "will certainly help Kingsway evolve its fashion brand."

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