

THE CITY



COURTESY OF EAST POINT SHOPPING

This artist's rendition shows the new Mr. Big & Tall and Tip Top Tailors clothing stores in the foreground, with the new Costco wholesaler behind.

Secret no longer under wraps

Retail New building will include two new stores, Big & Tall and Tip Top Tailors

MIKE MULLEN
TELEGRAPH-JOURNAL

SAINT JOHN – East Point Shopping has taken the wraps off another well-kept secret.

Grafton-Fraser, a leading Canadian clothing chain of men's apparel announced today that Mr. Big & Tall will co-brand with Tip Top Tailors as the latest store to join the retail cast at the east side shopping mecca.

Construction of their new stand-alone location just off Retail Drive, near the soon-to-be opened Costco and TD Bank, is nearing completion.

Current plans call for opening the combination 45,000 square foot store to customers on March 17.

It will be Mr. Big & Tall's second New Brunswick store and provide spiffy new

digs for Tip Top Tailors, which will be moving up the hill from the McAllister Place Mall.

On the inside, they will be set up as separate entities.

"The big thing about this is we're getting a brand in the city, Mr. Big & Tall, which hasn't been here before," East Point developer Troy Northrup said in making the announcement. "Anytime we can bring a new brand to the community it is of great benefit to everyone. It's certainly exciting to see the diversity of retail in Saint John continue to grow."

Every new retailer, he said, increases property values, reduces the property tax burden, invigorates the local economy and produces other economic benefits for the community.

"It feels great to have Mr. Big & Tall, along with Tip Top Tailors, coming to

East Point," he added. "They share our passion to provide a truly exceptional shopping experience to the consumer. They have over 100 stores across Canada, have been in business for over 100 years and are well-regarded as one of the 50 best-managed private companies in Canada. So we are certainly delighted that they have chosen to come to East Point."

"Our new store at East Point will be excellent," said Bob Christie, senior vice-president of real estate and business development at Toronto-based Grafton-Fraser. "It will allow us to provide customers with better service and wider selection because, today, men expect a lot more from their wardrobe. They want fit, variety, versatility and most of all, they want their clothes to feel comfortable and look great."

"Our new store at East Point, featuring our Big & Tall selection, will provide more choice and value to our customers," he added. "We believe that it's all about the experience, so we strive to provide

an exceptional assortment of product so that any Big & Tall customer will find it easy in finding the right fit."

Christie said he liked the visibility and easy access of the new store.

"This is a beautiful retail development with lots of lots more retail coming here in the near future," he said, "and it is so refreshing to see the construction activity and optimism that is happening in Saint John."

Mr. Big & Tall and Tip Top Tailors may be the latest attraction to East Point Shopping, which includes a variety of other fashion outlets, but Northrup is promising it won't be the last.

He said people should stay tuned for more announcements.

Only last week, he announced that May 27 would be the much-anticipated opening date for Atlantic Canada's largest Costco store. Other locations on site include Indigo Books & Music, Home Depot, Starbucks and Nakai Spa Salon Studio.