



## This Week in Fashion: The Bay changes their logo, Zara opens Canadian online store, Ryerson Wearable Art Show, Drake General Store and Chosen Vintage sales

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2 Comments



### NEWS

As of last Thursday, Canada's "[The Bay](#)" officially dropped the abbreviated store name and introduced the new "Hudson's Bay" logo on [the company's website](#). Although remnants of the widely recognized swirly "B" logo still exist on the physical storefronts, the simplified [Burberry](#)-esque font will replace them in due time.

Retailers like [Aritzia](#) and [Sephora](#) have recently opened their Canadian e-commerce stores--so, naturally, [Zara](#) is quickly following suite. The Spanish company's Canadian online shop just opened today, offering pieces from the new spring collections *and* a few sale items to sway you to fill your virtual shopping carts. [The website](#) is sleek and easy-to-browse, and checkout is (of course) instant - a shopping strategy that's a lot easier than sifting through messy bundles of clothing and waiting in line at the cash register.

Soon enough, Canadians won't need to cross the border to get their hands on the world's leading fashion brands. A number of international companies - including [Target](#) and [Miu Miu](#) - have just recently settled in the city, but a whole new whack of 'em are making [Yorkdale](#) (1 Yorkdale Rd) their home starting this month. The shopping centre (which is still in the middle of renovating to double its size) will welcome [All Saints](#), [David Yurman](#), [John Varvatos](#), [Mulberry](#), [White House|Black Market](#), [Zara Home](#), [Ferragamo](#), and more over the next few months.