



FinancialContent is the trusted provider of stock market information to the media industry.

| | | | | | | | | | | | |
|------------|------------------|---------------|-----------------|--------------------|-----------------|------------------|-------------|----------------|---------------|-------------|-------------|
| Dow | 16,790.19 | Nasdaq | 4,748.36 | S&P 500 | 1,979.92 | 10Y Yield | 2.06 | Bitcoin | 244.69 | Euro | 1.13 |
| +13.76 | +0.08% | -32.90 | -0.69% | -7.13 | -0.36% | +0.03 | +1.39% | +0.35 | +0.14% | -0.00 | -0.11% |

[Markets](#) | [Stocks](#) | [Funds](#) | [Sectors](#) | [Tools](#)
[Overview](#) | [Market News](#) | [Market Videos](#) | [Currencies](#) | [International](#) | [Treasury & Bonds](#)

[Search InvestCenter](#)
[Recent Quotes](#) | [My Watchlist](#) | [Indicators](#)

Brokerage Promotions

| | AcctMin | Fee/Trade |
|--|---------|-----------|
| | \$1,000 | \$8.95 |
| | \$0 | \$4.95 |
| | \$2,500 | \$7 |
| | \$500 | \$9.99 |

7 Outrageous Credit Cards For Those Of Us That Have Excellent Credit
 (Next Advisor)
 Just Released: "5 Stocks Set to Double"
 (Zacks)

By: [Press Release and Top News From 24-7 Press Release Newswire](#)

November 12, 2014 at 03:00 AM EST

Pink Tartan Teams With Renowned Canadian Photographer for Virtual Concept Shop That Gives In-Store Experience Online

Pink Tartan and celebrated photographer Emma McIntyre are collaborating on the brand's new virtual concept shop

LOS ANGELES, CA, November 12, 2014 /24-7PressRelease/ -- Pink Tartan, an international fashion brand known for its understated luxury and sophisticated sportswear, selected Emma McIntyre, a Canadian photographer extraordinaire, to shoot interiors, products and details for its inventive new e-commerce virtual concept shop.

The concept shop - www.pinktartan.com/concept-shop - gives fashion enthusiasts the in-store experience of Pink Tartan's flagship boutique, which is a transformed heritage building in Toronto's stylish Yorkville neighborhood. The shop features the entire Pink Tartan collection - complete with the label's clothing, accessories and spa boutique - garnished with a curated selection of objects, books and designer pieces that embody Pink Tartan President Kimberley Newport-Mimran's inspirations.

"The concept shop sets itself apart from other e-commerce sites," says Vicky Shaughnessy, Pink Tartan Ecom & Visual Communications Director, "because it gives the customer the unique bricks-and-mortar boutique shopping experience virtually and online from anywhere in North America."

McIntyre is a Toronto native whose published work has appeared in NYLON, Rolling Stone Magazine, The New York Post, SPIN, Billboard and many others.

"We chose to hire Emma based on her previous work for Monocle magazine, Toronto Life and Fashion Magazine, from which she was highly recommended to us," said Shaughnessy. "Her aesthetic sensibility and eye for great composition made her the perfect choice to photograph our bricks-and-mortar flagship store in a way that would translate to a virtual audience online."

McIntyre said, "I was honored to be chosen to work with Pink Tartan on the evolution of this new component of their website. They are one of the most well-respected brands here in Canada and now have a far-reaching international audience."

Get Quote

Founded in 2002, Pink Tartan is carried at Saks Fifth Avenue, Nordstrom, Hudson's Bay Company, Holt Renfrew and in specialty stores throughout North America, Central America, the Middle East and Europe. Pink Tartan opened its New York showroom in 2004 and the brand now operates a design studio in Toronto. Its Los Angeles showroom opened in October.

Pink Tartan unveils new sportswear and other wardrobe staples every season, which will be photographed by McIntyre and make ongoing appearances in its new virtual concept shop.

"The Pink Tartan store window is always impeccably designed and thought out by Jairo Betancur and Kim Newport-Mimran," said McIntyre. "The store is located in an historic building in Toronto and the architects responsible for the redesign did an incredible job on the layout. This makes my job a lot easier when working in a beautiful and well thought out space. I've used my background as a photographer for Toronto interior designers to shoot the space in a simple, clean way that emphasizes the products and clothes, and makes them jump."

Arriving as one of today's most accomplished and highly sought after international photographers, McIntyre's work has also appeared in Food & Drink, En Route, Re:Porter, Money Sense, Profit, Canadian Business, Canadian Art, The Grid, SELF China, Elle Malaysia, Flare, Report on Business, Frankie and Elle Canada.

McIntyre is a Getty Images Editorial Contributor and has photographed acclaimed actors including the Academy Award-winning Diane Keaton ("Annie Hall") and Academy Award nominee Woody Harrelson ("The People vs. Larry Flynt"), as well as the Academy Award nominated writer-director Peter Bogdanovich ("The Last Picture Show"), writer Paul Schrader ("Taxi Driver") and the Academy Award nominated writer, Whit Stillman ("Metropolitan").

McIntyre shot unit stills and B camera work for the Alliance and Phase 4 Films documentary, "Don't You Forget About Me," about the iconic writer-producer-director John Hughes, who brought the world beloved films such as "The Breakfast Club," "Ferris Bueller's Day Off," "Home Alone" and more.

Demonstrating her versatility, McIntyre's work has been used on the covers of four novels: "This Wicked World" by Richard Lange (French translation), "Girl Unwrapped" by Gabriella Coliger, "Venice Beach" by Philippe Besson and "Stalins Kuhe" by Sofi Oksanen.

McIntyre's advertising photography includes for clients such as the Heart and Stroke Foundation, The Egg Farmers of Ontario, Grape Growers of Ontario, Nordica and Hudson's Bay Company. Her fine art has been exhibited in auctions such as the SNAP AIDS benefit and Heartbeats for Africa.

Among her many industry awards and distinctions, McIntyre photographed an advertising campaign that won a Silver Obie award from the Outdoor Advertising Association of America; she was a finalist in the 2014 Feature Shoot competition about Coney Island that was judged by a senior photo editor at National Geographic; McIntyre was selected a finalist at the 2008 and 2010 Photographer's Forum "Best of Photography" competition, and was nominated for two National Magazine Awards as part of a contributor team for Toronto Life magazine in 2013.

For more information, visit www.pinktartan.com and www.emmamcintyre.com.

Emma McIntyre is a photographer from Toronto, Ontario, Canada.

Press release service and press release distribution provided by <http://www.24-7pressrelease.com>

0 Comments FinancialContent

Login

Recommend Share

Sort by Best



Start the discussion...

Be the first to comment.

Subscribe Add Disqus to your site Privacy



CDs and short duration bonds: Get more yield on your cash. FIDELITY INVESTMENTS

Dr. Ron Paul: "People are going to lose money..." STANSBERRY RESEARCH

7 Outrageous Credit Cards For Those Of Us That Have Excellent Credit NEXT ADVISOR

Dr. Ron Paul Issues Major Warning for US Seniors STANSBERRY RESEARCH

6% cash back from a credit card? Yep NEXT ADVISOR

Stock Market XML and JSON Data API provided by FinancialContent Services, Inc. Nasdaq quotes delayed at least 15 minutes, all others at least 20 minutes. Markets are closed on certain holidays. Stock Market Holiday List By accessing this page, you agree to the following Privacy Policy and Terms and Conditions. Press Release Service provided by PRConnect. Stock quotes supplied by Six Financial

Financial Widgets

Display market data, financial news or stock quotes - Learn More

Advertising Network

Advertise on FinancialContent's huge network - Learn More

Web Services

Power your internet and wireless applications - Learn More



Contact Us

(888) 688-9880 sales@financialcontent.com

Services

- Financial Widgets
Financial Pages
Web Services
Consulting
Financial Calculations
Stock Data for Excel
Newspaper Services
For Advertisers
Monetization Services
Content Syndication

Services by Industry

- Online Media
Financial Services
Newspaper
Investor Relations
Financial Blog
Corporate Intranets
Digital Signage
Television
Android Developers
iOS Developers

About Us

- Overview
Careers
Management Team
Latest News
Newsletters

Support

- Support Articles
Email Support
Report an issue

[Press Release Syndication](#)

[Wire Services](#)

[Radio](#)