

# Bonsai App Launches with an Art Installation by Alec Monopoly at Dundas Square

*Men's Retail App Shop Bonsai™ Celebrates Its Launch With a Four Day Extravaganza at Dundas Square.*

TORONTO, ONTARIO, CANADA, December 7, 2016 /EINPresswire.com/ -- [Shop Bonsai™](#) will be taking over Dundas Square to commemorate the Toronto-based startup's nation-wide launch. Shop Bonsai™ is Canada's first mobile retail marketplace curated for the millennial male. Launching with hundreds of local and international brands, Bonsai provides millennials a unique way to shop one-of-a-kind labels and browse daily content. The iOS application is the first editorial-driven retailer that's designed to integrate house-created content within a seamless retail shopping experience.

With the large influx of international luxury and independent labels in the Canadian market, Bonsai's merchants use the platform to optimize their digital touch points in an increasingly digital age. Brands can manage products and pricing in real-time with a personal concierge service and in-house creative team to stay on-top of the latest design trends.

Bonsai's disruptive technology elevates the mobile content experience, giving users access to daily style updates from influencers and photographers from around the world. The product will launch with editorial features produced at home in Toronto and abroad in Los Angeles, Boston, New York and Hong Kong; featuring brands such as Bang and Olufsen, Shwood, Kollar Clothing, Get Fresh Company, and Tokyobike.

Founded with the collective vision of millennials Saad Siddiqui, Kunal Khemani and Justin Laird in February of 2016, Shop Bonsai™ fills a void in the marketplace as a pillar of culture and commerce. "We looked at the retail landscape from our own perspective," said Saad, Co-Founder & CEO. "There just wasn't anything out there for guys like us. We also learned early on that people care about stories and not products on a shelf. Bonsai is the culmination of the things that matter to us as men who engage with culture—not just things we want to buy. Creating an ecosystem to house all of that is what Bonsai is all about."

From December 13-16, Bonsai invites the public to celebrate art, culture and style in the heart of




Toronto. By taking over the centre of Dundas Square with an interactive design exhibit built out of stacked shipping containers, Bonsai stands to deflect all the shopping madness by inviting Toronto into its world of editorial content. For the first time, experience shopping without nosy salespeople or dye tags. Bonsai's changing the way users shop with meaningful and relevant content.

The week will commence with famed [graffiti artist Alec Monopoly](#) performing a live art installation. Monopoly's rebellious subject matter revolves around the corporate greed which gave rise to the Global Financial Crisis of 2008. His symbolisms of revolution and uprising capture Bonsai's markedly anti-retail approach to shopping.


Come witness the launch of Toronto's best-kept secret and become the first to join the [#retailrevolution](#).

For press inquiries, please contact [pr@shopbonsai.ca](mailto:pr@shopbonsai.ca).

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Shop Bonsai™  
presents:



# ALEC MONOPOLY

Dec. 13 | 7:00pm

Join the retail revolution as Shop Bonsai™ launches a pop-up at Dundas Square, complete with an interactive design exhibit and a live art performance by Alec Monopoly.


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Pop-up will be open from Dec. 13–16

Download on the App Store

shopbonsai.ca

Shop Bonsai™ is a registered trademark.



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