

This developer announced a first-of-it's-kind partnership with a leading appliance brand for one of their new GTA developments

August 23, 2023 Erica Commisso

There's a gorgeous new community coming to Etobicoke and, thanks to a groundbreaking partnership between EllisDon Developments and SMEG Canada, each unit in the four-tower modern development gets a little more chic. The Arcadia District's condos will be outfitted with SMEG's Classica Collection.

About the SMEG-EllisDon partnership

Designed by renowned Italian architect Guido Canali, SMEG's [Classica Collection](#) will be outfitted inside each condominium in the soon-to-be-launched Arcadia District.

"Embracing innovation and design excellence and setting a new benchmark for modern living, we're thrilled to unveil our first-ever residential partnership in Canada with EllisDon Developments," said Gisela Mussen, General Manager and Managing Director, SMEG Canada Inc. "With this partnership, we look forward to bringing our internationally recognized made-in-Italy appliances to the residents of Arcadia District, creating one-of-a-kind spaces that combine performance and style."



Courtesy: SMEG Collection

The new development is launching at Bloor and Kipling, and developed by architecture giant EllisDon, who is responsible for building some of the city's iconic landmarks like the [Rogers Centre](#), Art Gallery of Ontario and Toronto Pearson International Airport's Terminal 1. The partnership between the two brands offers a range of large appliances such as SMEG fridges, ovens, dishwashers, and microwaves in each of the modern, unique units. "We are proud to announce this partnership with SMEG Canada as the first-of-its-kind in North America, bringing top quality appliances to each suite at Arcadia District and elevating the experience for every resident in the community," said Chris Smith, Vice President, EllisDon Developments.

This marks SMEG's first-ever partnership in Canada, and represents a collaboration between two globally recognizable brands with big name impacts. SMEG's other collaborations include efforts with Dolce & Gabbana, Veuve Clicquot and more. "SMEG appliances have outfitted world-renowned international landmarks ranging from residential developments to luxury hotels in cities including Dubai, London, Singapore, Hong Kong, Stockholm, New York City, and Miami," according to the press release, but the brand has never worked on a residential project of this scale in North America.

Pre-construction sales for the Arcadia District launch this fall.