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Urban-format Provigo to open near Bell Centre

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Presented By:



MONTREAL — Provigo will be opening a new 25,000 square foot, urban-format store on the ground floor of the [L'Avenue](#) mixed-use condo tower in downtown Montreal.

"It will be more high-end, more of an urban-fit store," L'Avenue builder Michael Broccolini said Wednesday.

"It's part of the rebranding that they're doing."

L'Avenue has a total of 40,000 square feet of retailing space in the project, located near the Bell Centre. Other towers in the area, including the sold-out Tour des Canadiens and Roccabella also plan to include ground-floor retailing, including a restaurant modelled on the Real Sports concept from Toronto.