



HOLT RENFREW

## *Holt Renfrew Men Speakers Series: Fareed Zakaria*

On Wednesday April 29, Holt Renfrew Men was honoured to welcome the esteemed Fareed Zakaria for the latest speaker series event. Described as “the most influential foreign policy adviser of his generation” by Esquire magazine, Zakaria is the host of CNN’s flagship foreign affairs show Fareed Zakaria GPS, a Washington Post columnist, a contributing editor for The Atlantic, and a New York Times bestselling author. Zakaria was joined by an esteemed group of Canadian business leaders and Bay Street executives for an interactive discussion on the emerging geopolitical risks of 2015 from Russia to Iran to the Eurozone.

Moderator and Chairman of the Munk Debates noted: “We are here tonight at a luxury store to talk about geopolitics – I think that’s extremely cool and different! I salute Holt Renfrew for experimenting with this format – it’s contributing to the city in an interesting and truly innovative way.”



## *Holt Renfrew Honoured with AAFA 'Retailer of the Year' Award*

On April 27, the American Apparel & Footwear Association (AAFA) hosted the 37th Annual American Image Awards in New York City, recognizing outstanding achievements throughout the apparel and footwear industry. Holt Renfrew was honoured to be presented with the "Retailer of the Year" award. It was the first occasion that the award has been presented to an international retailer. Holt Renfrew was celebrated at the charity gala in support of Mercy Ship, attended by 500 media, fashion and retail elite.



## *Holt Renfrew x Paper Fashion Beauty Bags*

On April 18<sup>th</sup>, Holt Renfrew welcomed fashion illustrator Katie Rodgers for a DIY personalization event in celebration of Holts' exclusive beauty bag in collaboration with Paper Fashion. Customers had the opportunity to personalize and decorate their limited-edition Holt Renfrew x Paper Fashion Beauty Bag with the creative artist.



## *H Project x Ela x Burt's Bees Collaboration*

Holt Renfrew's H Project has partnered with Canadian handbag company ela and Burt's Bees to create an exclusive Editor's Pouch in support of Pollinator Partnership Canada. The limited edition Editor's Pouch included three newly released Burt's Bees 100% natural Lip Crayons, inspired by the vibrant and colourful creative on the bag. With each purchase, customers helped the partners of this collaboration reach their goal of raising \$100,000 (100% of proceeds) for Pollinator Partnership Canada – a not-for-profit organization dedicated to the protection and promotion of pollinators and their ecosystems across Canada.



## *Rebecca Minkoff Personal Appearance Holt Renfrew Vancouver and Yorkdale*

American accessories designer Rebecca Minkoff visited Holt Renfrew Vancouver on March 27<sup>th</sup> and subsequently Holt Renfrew Yorkdale on May 7<sup>th</sup> for in-store personal appearance and customization events. Adoring fans were given the opportunity to have their pieces monogrammed and signed by the designer.



## *UncrateAfrica*

On April 1, Holt Renfrew's H Project shops across Canada transformed into *Uncrate Africa* boutiques, bringing to life the continent's cultures, crafts and artisans through a spectacular capsule collection of fashion, accessories, children's apparel, homewares, cosmetics and textiles — marking the second edition of H Project's 'uncrate a culture' initiative. Over 22 renowned brands collaborated on exclusive collections for *Uncrate Africa*, each giving back in its own unique and meaningful way.

To celebrate the launch, Alexandra Weston, Holt Renfrew's Director of Brand Strategy, hosted three vibrant events. On April 9, an intimate group of guests attended the *Uncrate Africa* dinner and celebrated with evening of culture and craft. The café was transformed into an African inspired retreat, with an extensive visual presentation including tent-like fixtures, ambient gas lamp lighting, succulent arrangements and a scenic backdrop. The celebration continued on April 16 with a large off-site party at the Spoke Club, co-hosted by Alexandra Weston and DANNIJO designers, sisters Danielle and Jodie Snyder. Safari inspired décor adorned the space in hues from the African sunset with floating photographs documenting Holt Renfrew's journey. On April 30, Alexandra Weston headed out west to celebrate with clients of Holt Renfrew Vancouver.



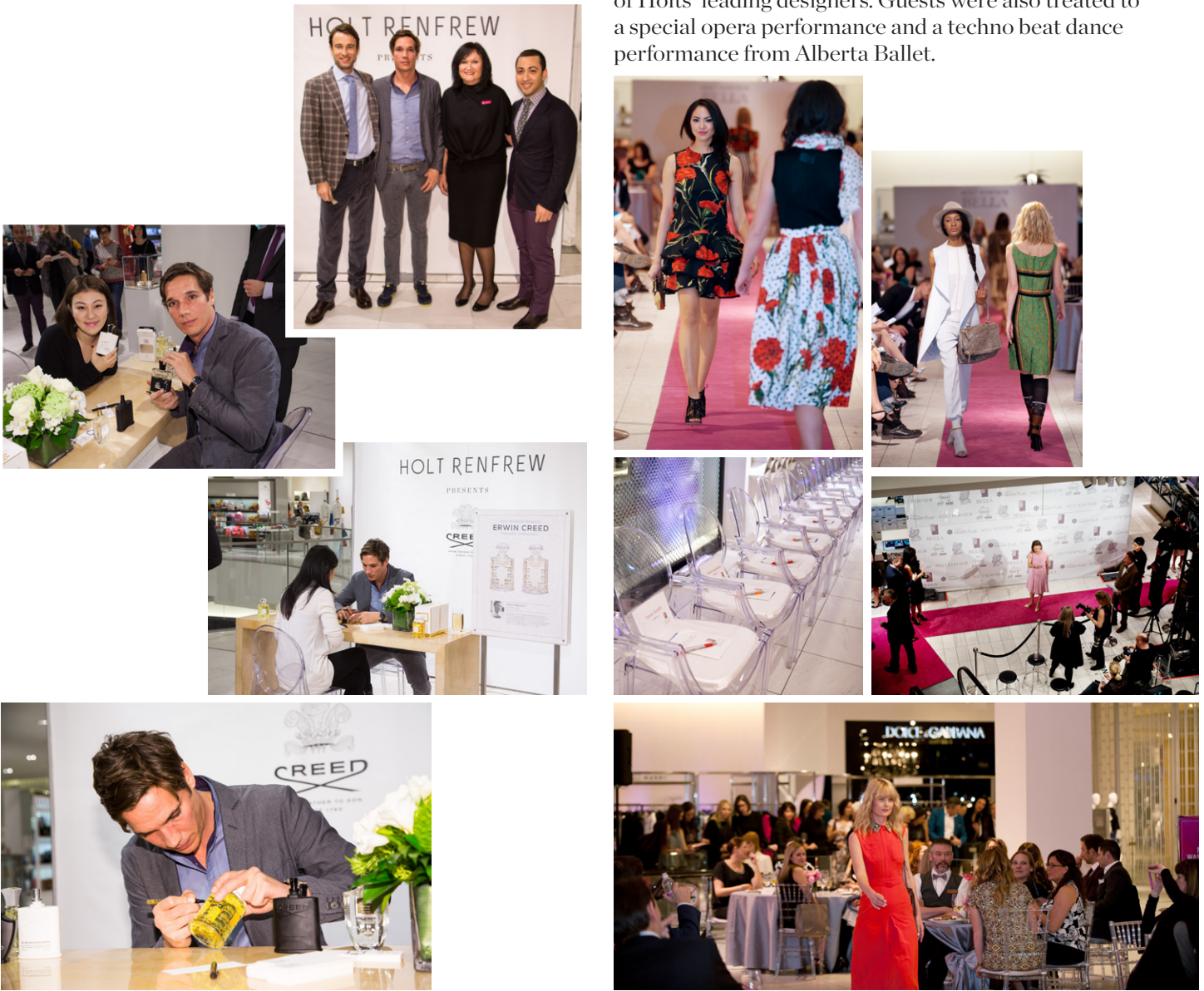
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## *House of Creed Holt Renfrew Vancouver*

Holt Renfrew celebrated the House of Creed on February 6<sup>th</sup> with sixth generation master perfumer Erwin Creed, marking the legacy's premiere North American visit. Customers were given the unique opportunity to meet with the ambassador and a "nose" behind the 250 year heritage as well as getting their bottles signed.

## *Bella 2015 Holt Renfrew Calgary*

On March 11<sup>th</sup> Holt Renfrew Calgary was pleased to host Bella 2015, a private charity shopping night in support of the Calgary Health Trust, raising over \$500,000 for the Neonatal Intensive Care Unit (NICU) at Foothills Medical Centre. Over 600 guests enjoyed a fashion presentation featuring 68 models showcasing 120 looks from some of Holts' leading designers. Guests were also treated to a special opera performance and a techno beat dance performance from Alberta Ballet.



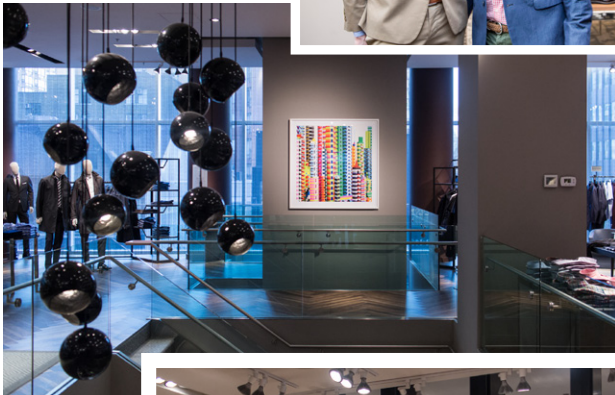
## *Douglas Coupland's Gumhead at Holt Renfrew Men*

As part of an ongoing commitment to arts & culture, and to celebrate creativity, innovation and talent, Holt Renfrew partnered with the Royal Ontario Museum (ROM) and the Museum of Canadian Contemporary Art (MOCCA) on their high profile *Douglas Coupland: everywhere is anywhere is anything is everything* exhibit. With this partnership, Coupland's much-talked-about GUMHEAD – a gum-based, crowd-sourced, publically interactive, social-sculpture self-portrait – went on interactive display at Holt Renfrew Men, where customers, employees and visitors were encouraged to apply their own chewed gum to this sculpture so that over the course of time it is transformed, eventually obscuring the artist's face.



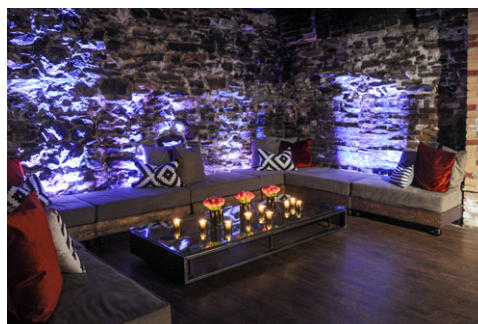
## *Lego Metropolitan at Holt Renfrew Men*

Holt Renfrew has partnered with various design leaders to bring customers a truly curated experience. On April 7<sup>th</sup>, Holt Renfrew Men launched *Lego Metropolitan* - works on paper and plastic by Raymond Girard and Laird Kay - comprised of over 600 multi-coloured LEGO buildings and a series of accompanying photographs.



## *Fausto Puglisi at Holt Renfrew Bloor*

Holt Renfrew was honoured to host emerging Sicilian designer Fausto Puglisi for a whirlwind of events celebrating his collection. On March 26<sup>th</sup>, Holt Renfrew hosted an off-site party and the following day, customers were invited to meet the Italian designer and special order from his fall 2015 collection.





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## *Public School Personal Appearance Holt Renfrew Bloor Street Flagship*

On February 26<sup>th</sup>, Holt Renfrew was thrilled to welcome designer duo Dao-Yi Chow and Maxwell Osborne, the creative minds behind acclaimed New York based label Public School, for a private party in celebration of the launch of their men's and inaugural women's spring 2015 collections exclusively at Holts in Canada.

250 guests flowed throughout the event, enjoying cocktails and music from some of the designers' favourite artists.



## *Smythe Personal Appearance Holt Renfrew Vancouver*

On February 20<sup>th</sup>, Holt Renfrew Vancouver was proud to host Smythe designer darlings Andrea Lenczner & Christie Smythe for an exclusive preview of their spring 2015 collection. Customers were treated to a fashion presentation with the unique opportunity to shop and a special selection of pieces from the collection.

