

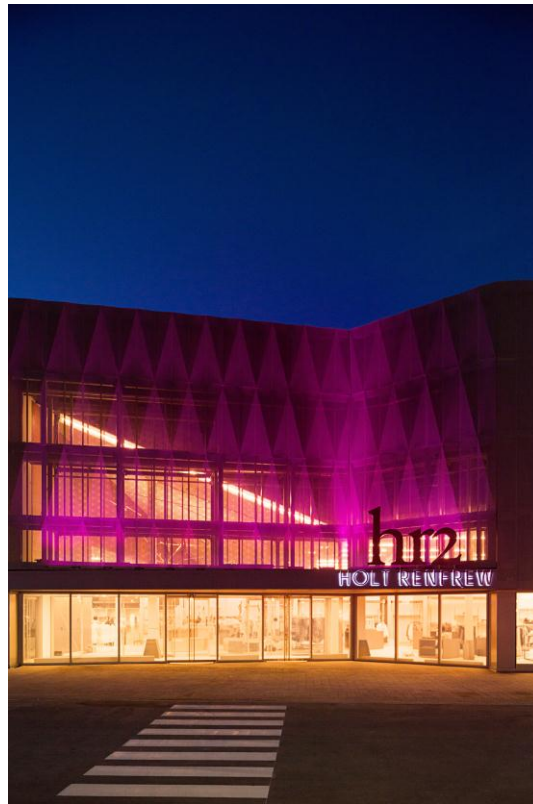


## **HOLT RENFREW'S FIRST *hr2* STORE TO OPEN AT QUARTIER DIX30** ***Leading Brands, On Trend Styles, Irresistible Prices***

*March 27, 2013 (Montreal, QC):* Holt Renfrew looks forward to the opening of its first *hr2* store tomorrow, March 28, at Quartier DIX30 on the south shore of Montreal, offering shoppers leading brands, on trend styles and irresistible prices. A second *hr2* store will open at Vaughan Mills north of Toronto later this spring.

"Holt Renfrew is in growth mode, fuelled by record performance, and our new *hr2* concept is an exciting part of our business expansion plan," said Holt Renfrew President Mark Derbyshire. "We're pleased to offer our first *hr2* store in Holt Renfrew's birthplace of Quebec, where we've had a strong legacy for over 175 years."

*hr2*, Canada's first premium off-price store, will showcase over 150 leading brands with an exciting assortment from the likes of Alice + Olivia, Diane von Furstenberg, Splendid, Michael Michael Kors, Cole Haan, Ray-Ban, 7 for All Mankind, Nicole Miller, Elie Tahari, House of Harlow, Anzie, John Varvatos, Hunter and *hr2* private label.



*hr2 Quartier DIX30*

Visitors to *hr2* stores can expect a lively, colourful and modern shopping experience with weekly new arrivals in womenswear, menswear, footwear, accessories and jewellery. "We are pleased to welcome customers to this unique new shopping experience," said Heather Arts, Vice President of *hr2*. "*hr2* will offer fresh and distinct merchandise. Our vendors are thrilled to partner with us to grow their business through this new premium off-price store."

"*hr2* will target everyone who loves leading brands, on-trend style and irresistible prices. The new stores will appeal to a contemporary audience and those who shop designer brands as well. While some of the brands at *hr2* will also be carried at Holt Renfrew, product assortment will not overlap," added Heather Arts.

“We’re proud for Holt Renfrew to open the first *hr2* store at Quartier DIX30 in Quebec, and our new store team is pleased to welcome shoppers to experience over 25,000 square feet of leading brands in an exciting environment,” said Edith Gagnon, the Quartier DIX30 store manager.

### **About Holt Renfrew**

Celebrating a 176-year heritage, Holt Renfrew is recognized worldwide for an inspired shopping experience. Once a purveyor of fashion to Her Majesty Queen Victoria, Holt Renfrew began in 1837 as a modest hat shop in Quebec City and has become Canada’s destination for luxury retail. Holt Renfrew has 2,500 employees with nine stores across the country in Vancouver, Calgary, Edmonton, Montreal, Quebec City, Ottawa and Toronto. In early 2013, Holt Renfrew launched *hr2*, Canada’s first premium off-price concept, offering leading brands and on trend styles at irresistible prices. For more information, please visit us at [holtrenfrew.com](http://holtrenfrew.com)

Holt Renfrew is part of Selfridges Group Limited. With extensive know-how and experience in operating luxury fashion retail stores, the Selfridges Group owns and operates leading heritage banners in key markets around the world, including Brown Thomas in Ireland; de Bijenkorf in The Netherlands; Holt Renfrew and Ogilvy in Canada and Selfridges in the United Kingdom. Selfridges Group Limited is privately held; W. Galen Weston is Chairman.

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