

Pharrell Williams Public Appearance at Holt Renfrew Yorkdale

For immediate release, September 21, 2013: Creative alchemist and fashion designer Pharrell Williams visited Holt Renfrew's Yorkdale store **Saturday, September 21** for a public appearance and live Q&A with Tanya Kim of CTV's ETALK.

Celebrating the 10th anniversary of Williams' premium menswear collection, Billionaire Boys Club (BBC), Holt Renfrew's newly renovated Yorkdale location exclusively launched a Pharrell Williams inspired pop-up shop on September 9. The shop will be open until the end of October and the merchandise assortment includes BBC, BBC Black, Bee Line, Billionaire Girls Club and a BBC X Holt Renfrew collaboration of exclusive sweaters and tees for men and women. Holt Renfrew is also proud to carry his book, *Places and Spaces*.

"This is what ten years gets you," said Pharrell Williams, "lands you in a place like this. When you come to Canada, Holt Renfrew is where you want to shop."

The shop was personally curated by Williams and contains a visual installation of some of his most coveted personal items, including: Louis Vuitton "Millionaire" Sunglasses (2005; Pharrell x Moncler "Bulletproof" Vest (2010); Billionaire Boys Club Custom Swarovski Hooded Sweatshirt (2006); N.E.R.D Action Figure (2003); N.E.R.D Nike Dunk High Top Sneaker (2004); Pharrell Williams x Atelier WM Candle (2008); BAPE Baby Milo Diamond pendant by Jacob & Co. (2004); Pharrell "In My Mind" Promotional Paper Mobile (2001); Billionaire Boys Club "Diamond & Dollar" Backpack and much more.

The public is invited to visit Holt Renfrew Yorkdale to experience the in-store installation and shop Williams' collections.

Images of Pharrell Williams at Holt Renfrew Yorkdale will be available for download on wireimage.com and/or upon request from Holt Renfrew PR

WHO: Pharrell Williams

WHAT: Public Appearance

WHERE: Holt Renfrew Yorkdale

WHEN: Saturday, September 21

- 30 -

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

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.

For further information contact:

Jennifer Daubney
Manager, Public Relations, Holt Renfrew
Jennifer.daubney@holtrenfrew.com
416-960-2583

Blaire Borins
Coordinator, Public Relations, Holt Renfrew
Blaire.borins@holtrenfrew.com
416-960-2946