



SECOND *hr2* STORE TO OPEN MAY 10 AT VAUGHAN MILLS
Leading Brands, On Trend Styles, Irresistible Prices

May 9, 2013 (Toronto, ON): Holt Renfrew is pleased to celebrate the opening of a second *hr2* store on May 10 at Vaughan Mills. Canada's first premium off-price concept, *hr2* offers leading brands and on trend styles at irresistible prices.

"Holt Renfrew is in growth mode, boosted by record performance", said Holt Renfrew President Mark Derbyshire. "In addition to exciting plans to expand and enhance our luxury Holt Renfrew banner, our *hr2* stores offer a further channel to extend our market reach."

Visitors to the 25,000 square foot *hr2* store 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 exciting new store concept," said Heather Arts, Vice President of *hr2*.



hr2 Vaughan Mills

hr2 showcases over 150 leading brands with a leading 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, Naked and Famous, Hunter and *hr2* private label. While some of the brands at *hr2* will also be carried at Holt Renfrew, product assortment does not overlap.

"Our vendors are thrilled to partner with us to further grow their reach in the Canadian market," noted Heather Arts.

"*hr2* targets 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."

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 2,300 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 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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