



Legendary Design. Worldwide Exclusive. Limited Edition. \$50. Charitable Giving.

EXCLUSIVELY DESIGNED ARMANI BABY BLANKET TO BENEFIT FREE THE CHILDREN

Limited Edition and Only at Holt Renfrew

April 24, 2013 (Toronto, ON): Holt Renfrew has collaborated with Giorgio Armani and Free The Children to create an exclusive limited edition baby blanket, just in time for Mother's Day. Proceeds of the \$50 blanket will support Free The Children's international developing communities in Kenya, providing the necessary healthcare, clean water and support needed for Maasai mamas and their babies through the first year of the child's life.

The baby blanket will be available in four designs inspired by the vibrant colours of the traditional kanga wrap worn by Maasai mamas. Purchases of the blanket will help Holt Renfrew reach its goal of raising \$100,000 for Free The Children.



Armani baby blanket for Holt Renfrew, \$50

"Every mother and baby deserves a happy and healthy start, and the basic necessities of health care and clean water," said Alexandra Weston, Holt Renfrew's Director of Brand Strategy. "Holt Renfrew joined with Armani to create a product that could help new mothers and babies in a Free The Children community. Inspired by this cause and culture, Armani designed this luxurious baby blanket exclusively for Holt Renfrew, with proceeds supporting Kenyan newborns and mamas in need. This is a great mother's day gift idea!"

"For millions of children and families around the world, even the most common illnesses – from malaria to typhoid – go untreated despite being preventable," said Craig Kielburger, co-founder of Free The Children. "Free The Children's Adopt a Village model aims to improve access, while helping to change the circumstances and the behaviours of families living in the developing communities in which we work. We are so grateful for the collaboration of Holt Renfrew and Armani, creating a meaningful product that truly gives back, benefiting the first year of a baby's life in developing communities."

The Armani baby blanket will be available for purchase at all Holt Renfrew stores across Canada and online at holtrenfrew.com beginning May 3, 2013.

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.

About Giorgio Armani Group

The Giorgio Armani Group is today one of the leading fashion and luxury goods groups in the world, with over 5,700 direct employees and 12 factories. It designs, manufactures, distributes and retails fashion and lifestyle products including apparel, accessories, eyewear, watches, jewellery, cosmetics, fragrances, furniture and home furnishings under a range of brand names: Giorgio Armani Privé, Giorgio Armani, Emporio Armani, Armani Collezioni, AJ | Armani Jeans, A/X Armani Exchange, Armani Junior and Armani/Casa. The Group's exclusive distribution network comprises 751 stores worldwide (directly owned and freestanding third-party-run stores): 89 Giorgio Armani boutiques, 3 Giorgio Armani Accessory boutiques, 211 Emporio Armani stores, 42 Armani Collezioni stores, 235 A/X Armani Exchange stores, 33 AJ | Armani Jeans stores, 2 AJ Accessory stores, 21 Armani Junior stores and 36 Armani/Casa stores, in 46 countries.

About Free The Children

Free The Children is an international charity and educational partner. Founded in 1995 by international activist Craig Kielburger, Free The Children believes in a world where young people are free to achieve their fullest potential, and empowers youth to remove barriers that prevent them from being active local and global citizens. The organization's domestic programs – which includes We Day, Free The Children's signature youth empowerment event – educate, engage and empower 1.7 million young people across North America, the UK and around the world to become engaged global citizens. Its international projects have brought more than 650 schools and school rooms to youth and provided clean water and sanitation, health care and food security to one million people around the world, freeing children and their families from the cycle of poverty.

The organization has received the World's Children's Prize for the Rights of the Child, the Human Rights Award from the World Association of Non-Governmental Organizations, and has formed successful partnerships with leading school boards and Oprah's Angel Network. For more information, visit www.freethechildren.com.

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For more information please contact:

Julie D'Uva

Manager, Public Relations

HOLT RENFREW

Tel: 416.960.2583

Julie.DUva@HoltRenfrew.com