



**HOLT RENFREW UNVEILS AN INSPIRING NEW BEAUTY EXPERIENCE AT YORKDALE**  
*Elevated Services, Leading Product, Innovative Design*

June 6, 2013 (Toronto, ON): Holt Renfrew is pleased to reveal an inspiring new beauty experience at its Yorkdale store. The Holts Beauty Hall has doubled to 10,000 square feet, presenting inventive retail concepts, elevated services and leading brands and product assortment.

The opening of the Holts Beauty Hall marks an exciting milestone for Holt Renfrew Yorkdale, which will double to 120,000 square feet later this year, offering a new era of extraordinary experiences throughout the store.

The open and airy Beauty Hall offers unparalleled services, including the Holts beauty bar, primp & polish bar and skincare suites.

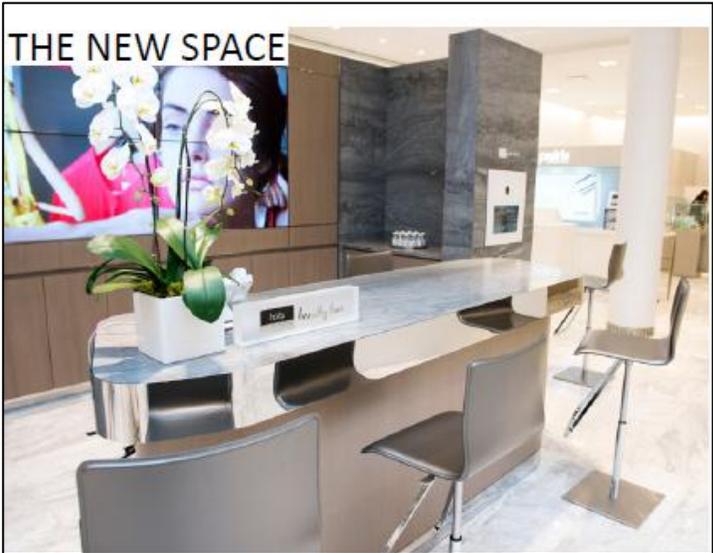
Customers can book an appointment or stop by Holts beauty bar for a personalized consultation with a trained beauty expert and build a program based on individual skincare and beauty needs, across all brands offered in the store. The Holts beauty bar experience also includes complimentary services such as makeup brush cleaning and complete makeup bag consultations. After a flawless makeup application, customers can enjoy their very own Holts beauty photo shoot and share their experience with friends online.

A key feature of the Holts Beauty Hall is the new primp & polish bar, which offers blowouts, manicures, facial waxing and lash and brow services.

With four private skincare suites, customers can relax and enjoy a customized facial or skincare treatment with the world's leading skincare lines, including La Mer, Sisley Paris, La Prairie and more.

The Holts Beauty Hall offers a leading assortment of brands and products, including a first-in-North America Hermès fragrance flagship concept, first in Canada Aesop shop-in-shop, along with Chanel's Espace Parfums concept.

holts beauty bar



La Mer skincare suite



primp and polish bar



holts beauty photo shoot

## NEW AND EXCLUSIVE BRANDS

### AERIN Beauty

After constantly being asked about her own beauty essentials, Aerin Lauder created a collection inspired by her signature, effortless style. The brand's goal is to enable women to feel confident and beautiful by creating high quality products, reflective of Lauder's personal ease and sophistication.



### Aesop

Established in Melbourne, Aesop uses both plant-based and laboratory-made ingredients of the highest quality and proven efficacy in their range of skin, hair, and body care products.

### Clé de Peau Beauté

High-quality skincare and makeup line Clé de Peau Beauté has taken a new approach to beauty, promising to deliver breathtaking science for exquisite, timeless beauty that is free from fashion trends.



### TASK Essential

Swiss-made TASK Essential offers an innovative approach to men's grooming; the infusion of natural extracts & vitamins with pure oxygen molecules to provide a stimulating skin environment. The oxygen in each product helps to increase blood flow to the skin while increasing collagen production.

### AMORE PACIFIC

Korean cosmetics company AmorePacific combines cutting-edge technology with 5,000-year-old Asian botanical traditions to create products that cleanse and rejuvenate your skin. The company offers a full range of skincare products made from extracts and antioxidant-rich green tea (grown in the company's very own tea gardens).



### RéVive

RéVive luxury skincare products are formulated with Renewal Epidermal Science (RES) Technology that includes patented, Nobel-Prize-winning ingredients to help regenerate the appearance of youthful skin.

### Byredo

This Stockholm-based fragrance house offers perfume, home fragrance, and body care products, all made in Sweden with a distinct focus on craftsmanship and quality.



## 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. 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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