



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

**EXCLUSIVE MISSONI DESIGNED BEAR AND ELEPHANT TO BENEFIT ORPHANAID AFRICA**  
*Sold exclusively at Holt Renfrew*

**For immediate release, Toronto, November 8, 2012:** Holt Renfrew and Missoni have partnered to create a limited-edition, worldwide-exclusive bear and elephant that will support OrphanAid Africa. To celebrate the launch, Margherita Maccapani Missoni, Chief Accessories Designer of MISSONI, will make a public appearance at Holt Renfrew Bloor Street on **November 8 at 5:00 p.m.**

The bear and elephant, in the iconic MISSONI zig zag print, retail for \$50 each and will be available at all Holt Renfrew stores across Canada. They have been designed by MISSONI exclusively for Holt Renfrew in support of OrphanAid Africa, a non-profit organization with the goal to ensure that orphans and vulnerable children in Ghana grow up in safe and permanent family settings with appropriate care and protection.

Purchases of the bear and elephant will help Holt Renfrew reach its goal of raising \$100,000 for children and families through OrphanAid Africa.



Holt Renfrew exclusive Missoni elephant and bear, \$50 each.

"I began volunteering with OrphanAid Africa nine years ago, in its early days," said Margherita Missoni, President of OrphanAid's Italian division. "To see the changes and impact we have made to better the lives of children is incredible and rewarding. We are very pleased to have joined forces with Holt Renfrew. The funds raised will further strengthen our cause."

"What Margherita is doing philanthropically is incredibly respectable," says Alexandra Weston, Holt Renfrew's Director, Brand Strategy. "We are thrilled to bring to you this unique MISSONI designed elephant and bear just in time for the holidays. At Holt Renfrew we love to offer the exceptional and this gift that gives back is exactly that. It is certainly on my holiday shopping list".

The bear and elephant will be available for purchase through [holtrenfrew.com](http://holtrenfrew.com) and in Holt Renfrew stores across Canada beginning November 1.

### **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.

### **About Missoni**

The family-run fashion house Missoni has been at the forefront of Italian fashion since husband and wife Ottavio ("Tai") and Rosita Missoni started designing their unconventional patterned knits in the neighborhood of Varese in 1953. The brand is famous for its unique knitwear, made from a variety of fabrics in a kaleidoscope of colorful patterns, such as zigzags, stripes, geometrics, and abstract florals, bohemian accessories and must-have swimwear. There are currently 37 freestanding Missoni boutiques worldwide, in addition to Missoni being carried at leading department stores and retailers worldwide.

### **About OrphaAid Africa**

OrphanAid Africa (OA) is a non-profit organization developing programs and projects to help vulnerable children and their families in Ghana, West Africa. The organization was originally founded as a local NGO in Ghana in 2002 and progressively grew internationally with registered branches in the United States where it is a 501 c3 non-profit, as well as France, Germany, Italy, Spain and Switzerland. The common goal of these branches is to rescue vulnerable children in need of care and to trace and reunify children with their families. These children are often separated from their families by poverty, the HIV/AIDS epidemic and the increase of rural-to-urban migration. OrphanAid Africa depends on the generous donations of individuals and businesses, as well as volunteers and partners, to help us carry out our work.

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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](mailto:Julie.DUva@HoltRenfrew.com)