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**HOLT RENFREW'S H PROJECT LAUNCHES ELA'S EDITOR'S POUCH IN PARTNERSHIP WITH BURT'S BEES
IN SUPPORT OF POLLINATOR PARTNERSHIP CANADA**

April 22, 2015 (Toronto, ON): Holt Renfrew's H Project has partnered with Canadian handbag company ela and Burt's Bees to create an exclusive Editor's Pouch in support of Pollinator Partnership Canada. Each Editor's Pouch will come with three newly released Burt's Bees 100% natural Lip Crayons in Carolina Coast, Hawaiian Smolder and Napa Vineyard — a collection of day-to-night shades and the inspiration for the creative. The limited-edition H Project x ela x Burt's Bees Editor's Pouch will be available for purchase beginning Friday, May 1 and will retail for \$50, exclusively available at Holt Renfrew stores across Canada.

By purchasing the Editor's Pouch, customers will help the partners of this collaboration reach their goal of raising \$100,000 (100% of proceeds) for Pollinator Partnership Canada — a not-for-profit organization dedicated to the protection and promotion of pollinators and their ecosystems across Canada.



H Project x ela x Burt's Bees Editor's Pouch in support of Pollinator Partnership Canada, available exclusively at Holt Renfrew as of May 1 for \$50

"The inspiration for the ombré floral motif was the celebration of bees," said Ela Aldorsson, co-founder, ela handbags. "We sourced ranunculus blooms in the shades of the new Burt's Bees Lip Crayons to create a vibrant print in our signature silhouette."

"Burt's Bees Canada understands how important bees are to our ecosystem and we're excited to give back to the hardworking pollinators through our collaboration with ela and Holt Renfrew," said Carolyn Hungate, marketing manager, Burt's Bees. "We've set a \$100,000 goal with this project and with all the proceeds going back to Pollinator Partnership Canada, we're confident in our ability to reach it."

"Pairing ela's timeless silhouette with inspirations of spring blossoms resulted in the most beautiful Editor's Pouch," said Alexandra Weston, director of brand strategy, Holt Renfrew. "I am beyond thrilled that H Project is supporting Canadian design talent and meaningful Canadian causes. We are proud that 100% of the sales will go directly to Pollinator Partnership Canada — and we couldn't have done it without our wonderful partner, Burt's Bees."

The H Project x ela x Burt's Bees Editors Pouch will mark Holt Renfrew's eleventh charitable H Project collaboration since 2010.

About Holt Renfrew

Celebrating a 178-year heritage, Holt Renfrew is recognized worldwide for an inspired shopping experience. Founded in 1837 as a modest hat shop, Holt Renfrew would soon become a purveyor of fashion to Her Majesty Queen Victoria. In the 1930s, Holt Renfrew began to establish exclusive accounts with leading European designers, hosting Monsieur Christian Dior himself in 1947 as he launched his "New Look". After many years of foreign ownership Holt Renfrew was acquired in 1986 by W. Galen and the Hon. Hilary M. Weston. Under Weston ownership Holt Renfrew has become Canada's destination for luxury retail. Visit us at www.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 a family owned business, W. Galen Weston is Chairman.

Join the conversation: @holtrenfrew #HProject #ElaXHPProject

About H Project

In May 2013, Holt Renfrew launched H Project, a unique in-store shop of extraordinary products with extraordinary stories. H Project's offerings support culture, craft and artisans from around the world, with an assortment of apparel, accessories, home décor and beauty products, as well as products made from socially conscious materials or those that support a charitable cause.

H Project is led by Alexandra Weston, Holt Renfrew's Director of Brand Strategy. In this role, she focuses on developing dynamic programs to build the brand's culture and reputation.

About Burt's Bees®

Burt's Bees® has been offering distinctive earth-friendly, natural health and beauty care products for 30 years. From a beekeeper's backyard in Maine to the leading edge of natural, Burt's Bees knows natural body care solutions from head-to-toe and operates with The Greater Good™ top of mind. No parabens, phthalates, petrolatum or SLS and no animal testing. Visit us at www.burtsbees.ca

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