



## **HOLT RENFREW UNVEILS GRAND VISION FOR MONTREAL:**

### ***OGILVY, PART OF THE HOLT RENFREW & CO. COLLECTION***

*Montreal to boast largest and most exciting luxury fashion retail destination;  
Offering an unparalleled specialty shopping experience*

MONTREAL, Quebec, November 19, 2013 – Holt, Renfrew & Co., Limited today unveiled grand plans to expand and transform the St. Catherine’s Street Ogilvy location into a unique and exciting luxury retail destination branded: ***Ogilvy, part of the Holt Renfrew & Co. collection***. Spanning 220,000 square feet, the new specialty store will expand to include an adjacent site and become the largest in the Holt Renfrew network, offering innovative new retail concepts and Canada’s richest assortment of luxury fashion and beauty brands. Following a \$60 million investment, the new store is slated for completion in late 2017.

“This is another exciting step forward in Holt Renfrew’s dynamic growth plan,” said Holt Renfrew President Mark Derbyshire. “The Montreal market presents a unique opportunity to leverage two storied brands. Inspired by the best of both Holt Renfrew and Ogilvy, and based on extensive customer research, we have developed a grand vision with bold new concepts that celebrate Montreal’s rich fashion heritage and sophisticated shoppers.

“I am also pleased to note at this time the appointment of Joanne Nemeroff as Senior Vice President of ***Ogilvy, part of the Holt Renfrew & Co. collection***, based in Montreal, to lead our team and this exciting development,” Derbyshire said. “Joanne is a seasoned retail executive with a great wealth of expertise and relationships in the Montreal market.”

“We’re thrilled to offer this exciting fashion retail concept for Montreal, one that is sure to cement this city’s standing as an international luxury shopping destination,” said Joanne Nemeroff. “With an expanded offering at a high-traffic location, the energized new store that will emerge in 2017 will provide customers with an unparalleled shopping experience. It’s about getting the best of both worlds and more, all under one roof and one banner.”

### **Grand, one-store vision to become a reality in 2017: *Ogilvy, part of the Holt Renfrew & Co. collection***

The construction phase for the future store is scheduled to begin in the fall of 2014 and be completed later in 2017. The store will remain open throughout this period to serve customers, as will the current Holt Renfrew store in Montreal.

Familiar elements of the distinctive and stylish Ogilvy building will be celebrated in the new store design, including its magnificent façade, complemented with an expansion on the site of the former Hotel de la Montagne. The store will also continue to offer a mix of lease partners.

The Holt Renfrew store on Sherbrooke Street will also remain open to welcome customers throughout this period, with exciting upgrades to enhance the shopping experience, including the recent launch of a new Dior shop, which offers the richest assortment of its kind in Canada. Plans for the Sherbrooke Street property post 2017 will be confirmed at a future date, and are expected to include retail offerings to benefit the local community.

“We are very excited about the development of this unique concept for the Montreal market. For now it remains business as usual for the current Ogilvy and Holt Renfrew stores. They will continue to provide the very best in beauty and luxury fashion as well as the quality service our customers have come to expect and enjoy,” concluded Nemeroff.

## About Holt Renfrew

Celebrating a 175-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. Over the years the brand developed and expanded across Canada. In the 1930's Holt Renfrew began exclusive accounts with some of the best designers in Europe and in 1947 hosted Monsieur Christian Dior when he launched his "New Look." After many years of foreign ownership Holt Renfrew was bought in 1986 by W. Galen and the Hon. Hilary M. Weston. Under their ownership Holt Renfrew 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 (Bloor Street, Sherway Gardens and Yorkdale). In early 2013, Holt Renfrew launched hr2, Canada's first premium off-price concept, offering leading brands and on-trend styles at irresistible prices. Visit us at [www.holtrenfrew.com](http://www.holtrenfrew.com).

Holt Renfrew and ***Ogilvy, part of the Holt Renfrew & Co. collection***, are 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, part of the Holt Renfrew & Co. collection*** in Canada, and Selfridges in the United Kingdom. Selfridges Group Limited is a family owned business, W. Galen Weston is Chairman.

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