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SIR ELTON JOHN & DAVID FURNISH DESIGNED CANDLES; EXCLUSIVELY AT HOLT RENFREW
NEST Fragrances candles to benefit the Elton John AIDS Foundation

For immediate release, Toronto, August 30, 2012: Holt Renfrew, Sir Elton John, David Furnish and NEST Fragrances have partnered to create a unique limited edition candle to benefit the life-saving work of the Elton John AIDS Foundation. To celebrate the launch, Holt Renfrew is proud to announce that Sir Elton John and David Furnish will make a public appearance at Bloor Street **Saturday, September 8, at 11:30 a.m.**

The scented candles, created exclusively for Holt Renfrew, are available in two scents –Jardin de Fleurs, a beautiful floral blend, and L'Orangerie, a citrus-based fragrance – the three-wick candles are packaged in white or orange glass vessels. A portion of proceeds from sales of the \$50 candles will support the Elton John AIDS Foundation. Holt Renfrew's goal is to raise \$100,000 for the life-saving work of the Foundation, which is observing its 20th anniversary this year. Since its inception in 1992, the Elton John AIDS Foundation has raised more than \$275 million for HIV prevention, stigma reduction, treatment, care and service programs in 55 countries worldwide. The candles will be available through holtrenfrew.com on August 24 and in Holt Renfrew stores across Canada September 8.



Holt Renfrew world-wide exclusive: Sir Elton John & David Furnish three-wick NEST candles, \$50

"David and I were thrilled when Holt Renfrew invited the Elton John AIDS Foundation to participate in their growing charitable initiative program, which connects customers to charities through fashion and builds awareness for great causes," said Sir Elton. "Partnerships like this really do make a difference and help bring important messages – like ours – to the general public," added David Furnish. "The \$50 price point is great, because it allows people to make a tangible difference for a reasonable cost. We are very proud of the end result."

"Holt Renfrew is very proud to partner with Elton John, David Furnish and NEST Fragrances on this exceptional candle, in support of this exceptional cause," says Alexandra Weston, Holt Renfrew's Director, Brand Strategy.

"Sir Elton John and I have been working together for many years to create beautiful scented candles, which he adores, to raise funds in support of the critically important work being done by the Elton John AIDS Foundation," says Laura Slatkin, NEST Fragrances Founder and CEO. "I am extremely proud of my latest collaboration with Sir Elton and David Furnish – particularly in the year in which the Foundation celebrates its 20th anniversary – and I applaud Holt Renfrew for their efforts in bringing awareness to and raising money for such a tremendously worthwhile cause."

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 the Elton John AIDS Foundation

The Elton John AIDS Foundation (EJAF) was established as a nonprofit organization in the United States in 1992 and as a registered charity in the United Kingdom in 1993 by Sir Elton John. Together, both entities have raised more than \$275 million for worthy programs in 55 countries around the globe since inception. Today, the Foundation is one of the world's leading nonprofit HIV/AIDS organizations supporting innovative HIV prevention programs, efforts to eliminate stigma and discrimination associated with HIV/AIDS, and direct care and support services for people living with HIV/AIDS. The U.S. organization's current grant-making priorities target HIV prevention programs throughout the United States, the Americas, and the Caribbean; HIV prevention and care services for highly marginalized and vulnerable populations; and HIV/AIDS prevention education and the promotion of sexual health for adolescents. For more information, please visit www.ejaf.org.

About NEST Fragrances

NEST Fragrances (NEST) is a leading manufacturer of luxury home fragrances, personal care products and fine fragrances. Founded and owned by Laura Slatkin, who has a long-standing reputation as a leader in the luxury fragrance industry, NEST is well-known for its luxurious scented candles, diffusers, room sprays, soaps and lotions, and other essentials for body, rooms and environments. NEST's client list currently includes more than 75 prestige companies in the fashion, beauty, retail and home fragrance industries, all of whom turned to NEST to develop their own exclusive lines of home fragrance and personal care products. In 2008, Slatkin launched her own home fragrance and personal care collection, NEST Fragrances, which won the 2009 FiFi Award for Interior Scent Collection of the Year. NEST draws on decades of experience in the fragrance industry with a special expertise in designing, developing, producing, distributing and marketing home fragrance collections that capture each client's unique brand image and style. For more information, visit www.nestfragrances.com.

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