



Legendary Design. Worldwide Exclusive. Limited Edition. \$55. Charitable Giving.
HOLT RENFREW *H PROJECT* LAUNCHES RAG & BONE TOTES FOR RIGHT TO PLAY
Worldwide Exclusive Only from Holt Renfrew

April 30, 2014 (Toronto, ON): Holt Renfrew has collaborated with internationally renowned New York brand, rag & bone to design an exclusive collection of totes to benefit Right To Play, a global organization that uses the transformative power of play to educate and empower children facing adversity. The canvas 'numbers' totes, inspired by vintage competitive surf t-shirts, were designed exclusively for Holt Renfrew's H Project and are available in three colours; black, cream and dark green, available for purchase beginning **Friday, May 9 for \$55** at Holt Renfrew stores across Canada.

By purchasing the totes, customers will help Holt Renfrew reach its goal of raising \$100,000 for Right To Play.



rag & bone totes for Right To Play, available at Holt Renfrew, \$55

Holt Renfrew's *H Project*, offering unique products with extraordinary stories, is led by Alexandra Weston, Holt Renfrew's Director of Brand Strategy. In addition to products that support culture, craft and artisans globally, *H Project* also offers products that tie back to a charitable initiative. "We are proud to partner with rag & bone on this special collection of totes that will support Holt Renfrew's commitment to give back to the incredible Right To Play organization," said Weston. "These totes are the perfect, easy summer accessory for men and women. Inspired by sport in their design, they will benefit children whose lives are made better by the positive impact of sport in their communities around the world."

"We are impressed by Holt Renfrew's on-going commitment to form charitable partnerships and are excited to collaborate on this project together to raise funds for Right To Play. This is the first time we have made totes in our signature 'numbers' style and we are delighted they will benefit such a great cause," said Marcus Wainwright, Managing Partner, rag & bone. "We are very proud to participate with Holt Renfrew on this charitable endeavor. As fathers with young children, Right To Play resonates with us. It's a great organization which positively impacts the lives of so many children worldwide" said David Neville, Managing Partner, rag & bone.

"Play is not a luxury; it is a tool for education and health. It can bring entire communities together and inspire every individual. A game of football can teach children about tolerance and peace, and a game of tag can teach about malaria. Through sports and games, we help children in challenging circumstances build essential life-skills and better futures, while driving social change in their communities," says Johann Olav Koss, Founder, Right To Play. "We do this all over the world as well as in Canada, with lasting impact. Your purchase of this exclusive limited edition rag & bone tote will help Holt Renfrew's *H Project* reach its goal of raising \$100,000 to give children the chance to recapture their childhood and learn life lessons that help them break the cycle of war, poverty and disease."

The rag & bone totes for Right To Play will mark Holt Renfrew's ninth charitable item collaboration through its *H Project* initiative. Since 2010, *H Project* has delivered over half a million dollars in donations to various charitable organizations.

About Holt Renfrew

Celebrating a 177-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 over 2,600 employees with 10 stores across the country in Vancouver, Calgary, Edmonton, Montreal, Quebec City, Ottawa and Toronto. Visit us at www.holtrenfrew.com. Holt Renfrew and *Ogilvy, part of the Holt Renfrew & Co. collection* (Montreal) are part of Selfridges Group. With extensive know-how and experience in operating luxury fashion retail stores, 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 is a family owned business, W. Galen Weston is Chairman.

About rag & bone

From its origins in New York in 2002, rag & bone instantaneously distinguished itself by combining its British heritage with directional, modern design. Today, Marcus Wainwright and David Neville's brand has become synonymous with innately wearable clothing that innovatively melds classic tailoring with an edgy yet understated New York aesthetic.

About Right to Play

Right To Play is a global organization that uses the transformative power of play to educate and empower children facing adversity. Through playing sports and games, Right To Play helps one million children weekly in more than 20 countries to build essential life skills and better futures, while driving lasting social change. Founded in 2000 by four-time Olympic gold medalist and social entrepreneur Johann Olav Koss, Right To Play is headquartered in Toronto, Canada and has national offices in Canada, the Netherlands, Norway, Switzerland, the United Kingdom, the United States and regional offices in Africa, Asia, the Middle East and Latin America. Our programs are facilitated by over 600 international staff and over 13,500 volunteer Coaches. Programming in Canada includes the enhancement of education in priority schools, and the Promoting Life-skills in Aboriginal Youth (PLAY) program. To learn more visit www.righttoplay.ca.

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For further information contact:

Jennifer Daubney
Manager, Public Relations, Holt Renfrew
Jennifer.daubney@holtrenfrew.com
416-960-2583