



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

**Marc by Marc Jacobs tote to launch September 30 at Holt Renfrew
Charity collaboration in support of Vision Spring**

August 31, 2010 (Toronto) Holt Renfrew is thrilled to announce the launch of a limited edition tote in partnership with Marc by Marc Jacobs. Designed for Holt Renfrew, the worldwide exclusive tote will arrive in our stores across Canada September 30 and will only be available until October 10, 2010, or while quantities last. Priced at \$48, a portion of proceeds will go to Vision Spring, a charity selected by Marc by Marc Jacobs. Vision Spring is a non-profit organization providing low-cost eyeglasses in the developing world.



Marc by Marc Jacobs tote in support of Vision Spring, \$50

"Holt Renfrew's relationships with great partners such as Marc by Marc Jacobs allow us to offer our customers amazing 'only at Holts' designer items and our charitable collaboration with Marc by Marc Jacobs offers a wonderful way to give back" said Mark Derbyshire, President, Holt Renfrew. "We're excited about our goal to contribute up to \$80,000 to Vision Spring through sales of this amazing tote."

The Marc by Marc Jacobs tote is the perfect accessory to compliment any wardrobe, for work or play. Made of durable nylon and with two sturdy straps, the tote is both fashionable and functional, fitting comfortably over the shoulder and ideally shaped to carry textbooks, magazines, files and more. Available in four hot colours – pink, blue, white and black – each tote features a striking graphic – the words *Marc by Marc Jacobs* laid out as an eye chart in a tribute to Vision Spring.

"VisionSpring is thrilled to partner with premiere companies Holt Renfrew and Marc by Marc Jacobs," said VisionSpring founder Dr. Jordan Kassalow. "A portion of the proceeds from the sale of this unique tote bag will enable VisionSpring to provide the gift of sight and economic self reliance to thousands of people in the developing world."

Beginning September 7, visitors to www.holtrenfrew.com can reserve their totes online, with a choice of colour and preferred store for pick-up. Online reservation will be available until September 26, 2010.

About Holt Renfrew

Celebrating a 173-year heritage, Holt Renfrew is celebrated worldwide for its inspired shopping experience. Holt Renfrew locations across the country include: Toronto (three), Ottawa, Montreal, Quebec City, Vancouver, Calgary and Edmonton. For additional information on Holt Renfrew please visit our website www.holtrenfrew.com.

About VisonSpring

VisonSpring is a non-profit organization founded by New York optometrist Dr. Kassalow that provides low-cost eyeglasses in the developing world. Eyeglasses enable skilled workers such as tailors, farmers and teachers to see and continue to earn a living, while VisonSpring's innovative "Business in a Bag" provides local entrepreneurs with the tools they need to start eye care businesses in their communities. For more information, visit www.visionspring.org.

CBS feature: www.visionspring.org/newscenter/news-details.php?id=861

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