



Holt Renfrew Men Presents Douglas Coupland's *GUMHEAD*
In partnership with the ROM and MOCCA in celebration of
Douglas Coupland: everywhere is anywhere is anything is everything

TORONTO, Ontario, January 15, 2015 – Holt Renfrew, Canada's luxury specialty retailer, is pleased to present "a strange and wonderful experience": Douglas Coupland's *GUMHEAD* at Holt Renfrew Men. The installation at 100 Bloor Street West, from January 15 through March 9, highlights the upcoming exhibit *Douglas Coupland: everywhere is anywhere is anything is everything*, presented in Toronto at both the Royal Ontario Museum (ROM dates: January 31 – April 26, 2015) and the Museum of Contemporary Canadian Art (MOCCA dates: January 31 to April 19, 2015).

Holt Renfrew takes pride in offering extraordinary experiences, and is pleased to partner with the ROM and MOCCA to offer a unique cultural interaction and to "paint the town Coupland," in celebration of a leading international contemporary artist, writer and thinker, and an extraordinary Canadian.

GUMHEAD is described as "a gum-based, crowd-sourced, publically interactive, social-sculpture self-portrait." The public is invited to visit Holt Renfrew Men on Bloor Street to interact with the sculpture and contribute to its changing design with their own gum. Over time the work will be transformed eventually obscuring the artist's face and creating a unique Toronto version of the piece.

Holt Renfrew's Bloor Street flagship (50 Bloor Street West) also features Douglas Coupland inspired designs across all of its storefront windows, and Holt Renfrew Yorkdale celebrates Coupland with "*Slogans for the 21st Century*" on the two-story video screens flanking the main entrance.

"I love the way art and culture are going in Canada," said Douglas Coupland. *"The ROM and MOCCA have a wonderful new relationship with Holt Renfrew, and I'm happy to be a part of that. And I'm very curious to see what happens with GUMHEAD. What a strange and wonderful experience."*

Join the conversation: @holtrenfrew @holtrenfrewmen #CouplandatHolts #CouplandTO

About Holt Renfrew

Celebrating a 178-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 leading European designers 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 specialty 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 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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