



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

HOLT RENFREW + FEED + TORY BURCH = A TOTE BAG THAT CAN CHANGE THE WORLD

*Holt Renfrew introduces worldwide exclusive FEED tote designed by Tory Burch
to benefit the FEED Foundation and the Tory Burch Foundation*

For immediate release, Toronto, April 16, 2012: Holt Renfrew, FEED and Tory Burch have partnered to create a limited-edition, worldwide-exclusive tote to benefit the *FEED Foundation* and the *Tory Burch Foundation*.

In a true collaboration, the tote marries the aesthetics of the two organizations with FEED's traditional burlap and Tory Burch's unique color combinations and special details. The bag features the Tory Burch logo and is offered in a variety of colour combinations. A portion of proceeds from sales of the \$50 tote will support each respective foundation. Holt Renfrew's goal is to raise \$100,000, to contribute to 500,000 meals for children and \$50,000 in microfinance and mentoring support. In turn, this empowers women and children by investing in their futures.



Tory Burch + FEED tote bags exclusively for Holt Renfrew, \$50

"The story behind this exclusive product is as exceptional as is the tote bag itself. Holt Renfrew is proud to bring this project to life and to support such important causes," said Alexandra Weston, Holt Renfrew's Director, Brand Strategy.

The tote bags will be available for purchase through holtrenfrew.com beginning April 30 and in Holt Renfrew stores across Canada May 10. To mark the product launch, Holt Renfrew is pleased to welcome FEED co-founder Lauren Bush Lauren for a public appearance at Bloor Street on May 10 at 10:00 a.m.

"FEED is thrilled to partner with Tory Burch and Holt Renfrew to create and sell a product that will provide much needed food and nutrition to children around the world through the FEED Foundation as well as empower women through the Tory Burch Foundation. This bag is a fashionable do-gooder's dream come true!" - Lauren Bush Lauren

"I am so thrilled to partner with FEED on this initiative," says Tory Burch CEO and designer Tory Burch. "I have always admired the organization's mission to help children around the world. When this opportunity came up we didn't have to think twice — the collaboration between Holt Renfrew, FEED, our brand and our foundation was a natural fit from beginning."

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 FEED Foundation

Co-founded by Lauren Bush Lauren, the FEED Foundation is dedicated to ending world hunger – one child at a time. The Foundation was started to supplement the efforts of our retail partner, FEED Projects, to raise valuable funds and support for the United Nations World Food Programme's school feeding efforts- and has since grown to encompass school feeding efforts both stateside and abroad and providing aid during natural disasters and humanitarian crises worldwide. As of 2011, the FEED Foundation, in partnership with FEED Projects, has provided 60 million free, nutritious school meals to kids around the globe.

About the Tory Burch Foundation

Fashion designer Tory Burch founded the Tory Burch Foundation in 2009. Inspired by Tory's experience as a businesswoman and working mother, the Foundation provides economic opportunities for women and their families in the United States.

The Foundation's first partner is ACCION USA, the nation's largest microfinance provider. ACCION USA provides access to capital and financial education to low and moderate income individuals, primarily minorities and women. Since its 1991 inception, ACCION USA has provided more than \$123 million in small business loans ranging from \$500 to \$50,000, national wide and helped increase family incomes and boost community economic development. The Tory Burch Foundation Fund provides microloans in women-owned small businesses.

The Foundation also created a mentoring program, pairing leading business experts with micro-entrepreneurs in need of coaching or advice.

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