



HOLT RENFREW'S H PROJECT TO LAUNCH *UNCRATE SOUTH AMERICA*

Curated Shop of Designer Artisanal Products to Launch in September

September 6, 2016 (Toronto, ON): Holt Renfrew's H Project shops across the country as well as holtrenfrew.com will launch *Uncrate South America*, a curated collection of products from the continent on September 6, 2016.

The *Uncrate South America* shops will bring to life the vibrant cultures and crafts of the region representing a journey of discovery taken by Alexandra Weston, Director, Brand & Creative Strategy, Holt Renfrew and H Project, earlier this year, in partnership with celebrated designers.

Products will include collections of women's fashions, accessories, homewares and textiles, children's gifts and a selection of gourmet goods. 23 special brands were selected to collaborate on exclusive collections for the *Uncrate South America* H Project shops, each with the mandate to ethically source and give back to the countries their designs were created in. Brands include: Ulla Johnson, Smythe x Augden, Me to We, Jonathan Adler, Valdez Hats and many more.

"We are so excited to launch the *Uncrate South America* project in our shops across Canada and for the first time, online at holtrenfrew.com, and bring these wonderful and unique items to our customers," says Alexandra Weston. "It is privilege to collaborate with talented designers who are driven to create products that foster a cycle of productivity that can help to create financial independence for the artisans making these wonderful hand-crafted goods. I was awestruck by the countries we visited this spring and look forward sharing the vibrant cultures at Holt Renfrew, beginning September."

"We recently travelled to La Paz, Bolivia to meet the women who hand-knit Smythe sweaters. It was an incredible adventure", said Andrea Lenczner and Christie Smythe, designers and founders of Canadian label, Smythe. "La Paz has an extremely rich and heterogeneous culture and is situated in a valley surrounded by the awesome Andes Mountains. It is here, at an altitude of almost 12,000 square feet, where the Alpaca herds used to spin the yarns for Smythe knits are raised. We were so inspired."

"I have been to Peru close to a dozen times, and am never at a loss to explore new regions and find fresh inspiration," said designer Ulla Johnson. "The country is so vast and varied with the most biodiversity to be found in any region of the world and within that such an array of traditional artistry. Each time I visit, it's an incredible journey filled with color, pattern and true artisanal beauty set against Peru's monumental landscape. In building and nurturing personal connectivity with the people through whose hands our garments are crafted we work to find an ever more beautiful and specialized garment invested with its regional heritage as well as our uniquely urban point of view."

Uncrate South America is the third edition of H Project's 'uncrate a culture' initiative, created by Alexandra Weston, Director, Brand & Creative Strategy, where she and her team partner with extraordinary designers and artisans from around the world to bring extraordinary products to Holt Renfrew's valued customers. Past Uncrate a Culture programs include Africa and India.

Holt Renfrew's H Project shops at Bloor Street, Yorkdale, Square One, Calgary, Vancouver and holtrenfrew.com will transform to *Uncrate South America* boutiques beginning September 6, into the fall and holiday seasons.

Follow the journey #UncrateSouthAmerica @AlexWestonHolts @[holtrenfrew](http://holtrenfrew.com)

About Holt Renfrew

Celebrating a 179-year heritage, Holt Renfrew is recognized worldwide for an inspired shopping experience. Founded in 1837 as a modest hat shop, Holt Renfrew would soon become a purveyor of fashion to Her Majesty Queen Victoria. In the 1930s, Holt Renfrew began to establish exclusive accounts with leading European designers, hosting Monsieur Christian Dior himself in 1947 as he launched his "New Look". After many years of foreign ownership Holt Renfrew was acquired in 1986 by W. Galen and the Hon. Hilary M. Weston. Under Weston ownership Holt Renfrew has become Canada's destination for luxury retail. Visit us at www.holtrenfrew.com.

About H Project

In May 2013, Holt Renfrew launched H Project – a unique in-store shop of extraordinary products with extraordinary stories. H Project's offerings support culture, craft and artisans from around the world, with an assortment of apparel, accessories, home décor and beauty products, as well as products made from socially conscious materials or those that support a charitable cause.

H Project is led by Alexandra Weston, Holt Renfrew's Director, Brand & Creative Strategy. In this role, she focuses on developing dynamic programs to build the brand's culture and reputation.

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