



**Holt Renfrew Launches Seasonal Campaign: *Spring. All Together at Holts*
*Celebrating Canada's most stylish***

February 1, 2016 (Toronto, ON): Today, Holt Renfrew is pleased to launch its latest campaign, *Spring. All together at Holts*. The campaign turns the lens onto the Holts community and spotlights the diverse style sensibilities and backgrounds of Canadians, from right across the country. This marks Holt Renfrew's second *All together at Holts* seasonal campaign, which celebrates and illuminates the Holt Renfrew shopping experience.

"Since 1837, Holt Renfrew has been devoted to being Canada's destination for elevated style, fine craftsmanship and innovative experiences," said Alison Simpson, Holt Renfrew's Senior Vice President of Marketing and Customer Experience. "*All together at Holts* is about celebrating relationships – and relationships have always been at the very core of our business. We're thrilled to once again turn the lens on our community and celebrate this group of inspiring ambassadors of Canadian style."

18 stylish Holt Icon Privileges customers are featured in the print and digital campaign, each speaking to their individual style, the new season, and being a part of the Holt Renfrew community. Customers include professional basketball player Cory Joseph; musician Calvin Love; writer and columnist Shinan Govani; Munk Debates Chair Rudyard Griffiths; fashion stylist and image consultant Cary Tauben; philanthropist Manjy Sidoo; and fall 2015 *All together at Holts* social media contest winners Tina Dhillon and Kent Hadi.

"*All together at Holts* was one of my first fashion shoots, it was great to be a part of and step out of my basketball uniform," said professional basketball player Cory Joseph, who wears Alexander McQueen, Bottega Veneta and rag & bone. "It's very exciting to be playing for my hometown team and have the opportunity to partner with brands that I grew up with, like Holt Renfrew."

Spring. All together at Holts will be live through April 19, 2016. The campaign will be advertised nationally, appear in Holt Renfrew stores across Canada, as well as online at HoltRenfrew.com with stunning images, behind-the-scenes footage, and in-depth profiles of all 18 Holt Icon Privileges customers. The images will also appear on the covers of Holt Renfrew's spring 2016 magazine, and the campaign will come to life in-store with a star-studded launch event, as well as an Instagram 'must-have' photo studio, where customers can curate a professional Instagram photo of luxury spring fashion and share with using #AlltogetheratHolts for the chance to win a Holt Renfrew gift card.

Join the conversation and get to know the Holts community: @holtrenfrew #AlltogetheratHolts

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 the Holt Icon Privileges Program

Holt Icon Privileges launched in 2015 as a bespoke program designed to recognize and thank Holt Renfrew customers with extraordinary experiences that are completely catered to their needs, wants and desires. Holt Icon members enjoy exclusive access, elevated privileges, indulgences and delights. For more information on the program, click [here](#).

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INFORMATION:

Julija Hunter
Divisional Vice President, PR & Communications
Holt Renfrew
julija.hunter@holtrenfrew.com