

HOLT RENFREW

HOLT RENFREW ANNOUNCES H PROJECT APPROVED PROGRAM

New Icon Program for Customers to choose more Sustainable Products with Ease

Toronto, ON – December 3, 2019, Holt Renfrew has unveiled a new icon program named H Project Approved, in an effort to help customers make socially responsible choices when shopping. The icon program is an extension of Holt Renfrew’s H Project concept—a dedicated space in-stores and via holtrenfrew.com that sells a conscious curation of responsible products. The icon allows customers to identify products that make a difference for people and/or the planet throughout Holt Renfrew’s entire product assortment.

The program consists of one, overarching H Project Approved icon, and a series of sub-icons that clearly identify why a product is deserving of the accreditation. The sub-icons, representing the program’s criteria include Artisanal, Responsible Material, Charitable, Clean Beauty and Clean Beauty+. Holt Renfrew is committed to working with their brand partners to grow the H Project Approved offering across all departments.

“We know that customers want to make well-informed purchases when it comes to choosing a product that is either less harmful to the environment, or makes a positive contribution to society through supporting charities and craftsmanship, but it can be confusing or hard to find,” says Alexandra Weston, Divisional Vice President, Brand & Creative Strategy. “We hope that the H Project Approved icon program takes away some of those barriers and makes it easier for our customers to buy more sustainably.”

The H Project Approved icon program is currently online at holtrenfrew.com and will roll out to all Holt Renfrew stores in Spring 2020.

About Holt Renfrew

Celebrating an over 180-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 holtrenfrew.com.

About H Project

Since 2013, Holt Renfrew has been consciously curating an assortment of products that are beautifully designed, passionately purposeful, and have unique stories—this curation is H Project. H Project has a dedicated shop space within Holt Renfrew stores and online. H Project does the work for customers by selecting products from around the world with compelling narratives, that support local cultures and communities, that have minimal impact on the environment, and/or positively impact the world by donating to charities. H Project is also a platform for larger awareness and charitable campaigns bringing to light some of the world's most important issues. H Project is led by Alexandra Weston, Holt Renfrew's Divisional Vice President, Brand & Creative Strategy. In this role, she focuses on developing dynamic programs to build the brand's culture and reputation. For more information visit H Project online at holtrenfrew.com/hproject

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