



HOLT RENFREW

FOR IMMEDIATE RELEASE

Serge Ibaka and UNINTERRUPTED Canada Present Signature Digital Series In Partnership with Iconic Fashion Retailer Holt Renfrew

AVEC CLASSE showcases Ibaka's passion for fashion in new six-episode digital series.

Toronto, ON, December 18, 2019 – Athlete empowerment brand, UNINTERRUPTED Canada and luxury fashion retailer, Holt Renfrew today announced a new signature content series labelled, **AVEC CLASSE**, featuring one of the NBA's most fashion-forward athletes, Serge Ibaka. Fresh off an NBA championship with the Toronto Raptors, **AVEC CLASSE** weaves Ibaka's passion for basketball with his ahead of the curve flair for fashion off the court.

"I have always liked to express myself through fashion," said Serge Ibaka, Toronto Raptors Forward. "You can project many different feelings by the way you dress, and I am passionate about that aspect of fashion."

Ibaka continued, "I come from Congo where we take style very seriously and, having lived in different parts of the world. I've learned a lot about personal style, being front row at fashion shows or casually observing people in the streets of New York and Toronto, now I want to share that with everybody. It's the greatest opportunity for me to partner with UNINTERRUPTED Canada to produce **AVEC CLASS**, a show that allows me and my guests to talk about fashion and also to give back through my Foundation."

From sporting icon to Vogue recognized fashion champion, **AVEC CLASSE** invites viewers to step inside Ibaka's world as he curates' pieces from his favorite menswear lines. Known for dapper custom suits and wide brimmed hats, Ibaka's legendary fashion sense has won over fans across the globe.

"Serge Ibaka is passionate about so much more than basketball. **AVEC CLASSE**, presents fans with an intimate look at yet another facet of this multi-talented, multi-dimensional superstar," said Vinay Virmani, Partner and Chief Content Officer at UNINTERRUPTED Canada. "Building on the success of Ibaka's viral hit, "How Hungry Are You?" we wanted to provide a platform for him to share his iconic style viewpoint with fans."

Viewers will gain front-row access to Ibaka's bespoke perspective on fashion as he shops with his celebrity friends for the latest trends, accessories, and seasonal must haves available exclusively at Holt Renfrew. The luxury Canadian retailer's shopping environment provides the perfect backdrop as fashion insiders spill style secrets and contextualize the latest trends.

In addition to consuming digital content, fans will be immersed into the fashion experience via a unique online auction, where they will have the opportunity to purchase an exclusive item featured in the series. The auction will be hosted each episode by Ibaka's celebrity guest who will donate an item with sentimental value. All proceeds from the sale will support The Serge Ibaka Foundation, a charity that benefits children in his native home, The Republic of Congo.

To watch the **AVEC CLASSE** teaser, click here: <https://youtu.be/rRK1UfK3CwQ>



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This is the second collaboration undertaken by UNINTERRUPTED Canada and Ibaka, having recently premiered **ANYTHING IS POSSIBLE**, a full-length documentary that follows the NBA star on his improbable journey from the streets of Brazzaville in the Republic of Congo to the NBA. It is a harrowing story of overcoming both overwhelming family loss and abject poverty to achieve one's dreams.

AVEC CLASSE is executive produced and distributed by UNINTERRUPTED Canada and Ibaka's own, Ouenze Entertainment.

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ABOUT UNINTERRUPTED CANADA

UNINTERRUPTED is an athlete empowerment brand founded by LeBron James and Maverick Carter. The company is built upon the radical idea that all athletes should have a platform to express themselves without intermediaries. From this premise, a mission was born: to empower athletes from all walks of life to communicate in an unimpeded way and to be More Than an Athlete. UNINTERRUPTED is upending the world of sports media by working with athletes to tell unique, human stories from their point of view. Through content, products, events, partnerships and educational opportunities, UNINTERRUPTED is changing the way athletes engage with the public and empowering them to be known and valued for more than the sport they play.

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 www.holtrenfrew.com.

For more information, contact:

Uninterrupted Canada:

James Lamont
Lamont Communications
E. jrclamont@gmail.com
M. 416-859-5870

Holt Renfrew:

Jennifer Daubney
Jennifer.daubney@holtrenfrew.com
416-843-9614