

HOLT RENFREW

FACT SHEET

HOLT RENFREW BLOOR STREET FLAGSHIP UNVEILS NEW BEAUTY HALL



Holt Renfrew Beauty Hall at 50 Bloor Street West

March 21, 2019 (Toronto, ON): Holt Renfrew, Canada's luxury specialty retailer, is proud to unveil a new Beauty Hall on the concourse level of its 50 Bloor Street West flagship. Focused on skincare and fragrance, the new 12,000 square foot concourse level department is designed by Kramer Design Group with master architects, Gensler. This increase to the total beauty offering will complete later in 2019 with the renovation of the beauty and colour space on main floor. As part of Holt Renfrew's \$400 million investment to revitalize and enhancing its network of stores across Canada, this exciting launch continues the momentum of the renewal plan of 50 Bloor Street West. Upcoming updates to the flagship will include; a new women's leather goods and jewellery area to complete later this year, new vendor shops from Celine, Prada, Dior, Balenciaga and a gourmet dining experience in the new Colette Grand café that will relaunch in fall of 2019. The renovation of Holt Renfrew 50 Bloor Street is scheduled to be completed in 2020.

Highlights of the new 50 Bloor Holt Renfrew Beauty Hall:

- In addition to vendor shops from the best in luxury skincare and fragrance, the Holt Renfrew Bloor Beauty Hall will feature unique, interactive spaces including a dedicated clean beauty area, a multi-skincare area experience that will also serve as a master class eventing space, two Holt Renfrew skincare cabins, a fragrance library and more
- The concourse level beauty hall includes 45 skincare, fragrance and colour brands
- Key beauty shops include La Prairie, Sisley, La Mer, Chantecaille and new brands to the store include Sulwhasoo and Susanne Kaufmann

- Within the Beauty Hall is a dedicated Clean Beauty area featuring brands including; Grown Alchemist, Tata Harper, Lilah B, Verso and more
- Key fragrance shops include Creed, By Kilian, Byredo, and Jo Malone which anchor the multi-brand fragrance area with offerings from world renowned brands including; Tom Ford, Frederic Malle, Serge Lutens, Bvlgari and more
- Later this spring, CHANEL will open its own presence on the concourse level Beauty Hall

Please find high resolution images of Holt Renfrew 50 Bloor Street West new Beauty Hall [here](#)

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. Follow us on Twitter/Instagram at @HoltRenfrew

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