

HOLT RENFREW

HOLT RENFREW UNVEILS NEW UPDATES AND ENHANCEMENTS TO STORE NETWORK

Investments in the future of luxury retail in Canada will further improve customer experience

Holt, Renfrew & Co. (Holt Renfrew), today unveiled new updates and enhancements to its Bloor and Yorkdale stores, part of a series of investments to renovate and expand the company's stores across Canada, worth more than \$400 million. On the heels of the recent openings of the new beauty and menswear halls at Holt Renfrew Ogilvy in Montreal, these updates to Holt Renfrew's network set the stage for an enhanced customer journey and exciting in-store experiences.

"These updates bring to life some of the investments Holt Renfrew is making to deliver unparalleled destinations and create meaningful experiences for our customers," said **Mario Grauso, President, Holt Renfrew**. "We've partnered with leading brands and designers and we're excited to unveil our updated flagship in Toronto and more across our network in the coming year."

Following the newly renovated beauty hall on the concourse level, Holt Renfrew's **Toronto flagship store at 50 Bloor Street West** will be updated with a new façade, an expanded and renovated beauty offering on the main floor, women's leather goods and jewellery area, and new designer boutiques including Celine, Prada, Dior, Balenciaga and more. Customers will also be able to enjoy a gourmet dining experience in a new Colette Grand Café, set to relaunch in fall of 2019. The interior of Holt Renfrew Bloor Street has been designed by Kramer Design Group, with Alex Cochrane Architects designing the new Colette Grand Café, all in partnership with Gensler as master architects and designers of the new facade. Construction on the new façade will begin this spring and will be completed in the spring of 2020. The new façade will feature grey limestone, bronze, glass and a new canopy offering an enhanced look on Bloor Street.

In addition to a newly renovated menswear area, **Holt Renfrew Yorkdale** will expand by 10,000 square feet and include enhanced personal shopping services and a renovated second floor, featuring womenswear. Also opening later in 2019 will be expanded designer boutiques from Dior, Gucci and Fendi, featuring both men's and women's merchandise, and more. The retail spaces for the interior of Holt Renfrew Yorkdale has been designed by Kramer Design Group, while master architect and designer for the new façade is Gensler.

Renovations to both stores are slated to complete in 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 www.holtrenfrew.com.

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