

# HOLT RENFREW

## HOLT RENFREW CELEBRATES KNOT ON MY PLANET

*Exclusive Charitable Products, Private Event and National Charity Shopping Weekend to Celebrate and Raise Funds Elephant Conservation*

Toronto - Holt, Renfrew & Co. (Holt Renfrew), **August 27, 2018** - Holt Renfrew's H Project, for the second consecutive year, is proud to support #knotonmyplanet, a charitable movement that supports elephant conservation and the Elephant Crisis Fund – an initiative launched by Save the Elephant and the Wildlife Conservation Network in partnership with the Leonardo DiCaprio Foundation.

On **September 4, 2019**, supermodel and Global Ambassador of #knotonmyplanet **Doutzen Kroes** along with **Alexandra Weston**, Divisional Vice President, Brand and Creative Strategy, Holt Renfrew will host a private event at a gallery space in Toronto. The cocktail event will feature exclusive elephant-inspired artworks from Canadian artists; En Masse, Nicole Charles, Briony Douglas, Ben Johnson and Pauline Loctin. These artworks will be available for public viewing in-store post event in stores across Toronto

Further, on **September 7 and 8**, Holt Renfrew has committed to a national charity-shopping weekend with a goal of raising \$200,000 for the Elephant Crisis Fund. Limited edition, elephant totes designed by Kroes and fellow supermodels **Behati Prinsloo Levine** and **Anya Rubik** will be available at Holt Renfrew that weekend only as a gift with purchase when customers spend \$300 or more.

“The fashion industry has been incredibly supportive of #knotonmyplanet and ECF,” said **Doutzen Kroes**. “When we originally launched, it was my friends in the fashion industry that I asked to help spread the word. This led to so many people across the world wanting to know more about what we were doing, which I think caught the attention of industry icons like Holt Renfrew who asked how they can help and that support has been simply amazing!”

“We hope, through our retail platform and as a leader in the industry, to use our voice to further amplify the incredibly important conversation around saving the elephants and wildlife conservation as a whole,” said **Alexandra Weston**. “This is an incredibly rewarding partnership that everyone can be a part of and is creating positive impact in the world.”

For the second consecutive year, Holt Renfrew has commissioned a limited edition collection of t-shirts and sweatshirts, socks and more designed by ethical Canadian brand Kotn. Featuring an elephant illustration by artist Melody Hansen 100% of profits of the collection (\$20 - \$125), will be donated to the Elephant Crisis Fund.

Also commissioned for this special event is limited edition, hand beaded Loewe elephant bag designed by Spanish leather-goods house, Loewe and designer J.W. Anderson. Only 15 units of this bag will be available, launching October 2019, with 100% of proceeds donated to #knotonmyplanet.

Since 2018, Holt Renfrew has raised more than \$250,000 for #knotonmyplanet in support of the Elephant Crisis Fund with the goal of raising an additional \$200,000 on the weekend of September 7 and 8, 2019.

**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](http://www.holtrenfrew.com).

**About Knot on my Planet**

Knot on My Planet (KOMP) is a campaign born in fashion and powered by influencers with the goal to bring elephant poaching and the ivory crisis to the forefront of the conversation by leveraging influencers, companies and brands within the fashion and luxury industries while raising money for the [Elephant Crisis Fund \(ECF\)](#). KOMP plays on the age old act of tying knots to remember and elephants' uncanny ability to remember. With Doutzen Kroes as its Global Ambassador, KOMP launched its first social media initiative on Sept 9th, 2016 garnering over 1.5 billion impressions via Instagram, Twitter, Facebook and Snapchat. To date KOMP has raised over \$3,000,000 for the ECF.

**About Elephant Crisis Fund**

The Elephant Crisis Fund, a joint initiative of [Save the Elephants](#) and the [Wildlife Conservation Network](#) in partnership with the Leonardo DiCaprio Foundation, has but one goal: to end the ivory crisis and secure a future for elephants. Uniquely, the ECF funds the best ideas and most urgent actions by highly vetted conservation organizations working to stop the poaching of elephants and the trafficking and demand for their ivory. 100% of every donation to the ECF goes straight to the field, with zero overhead. To date, the ECF has supported 184 projects from 86 organizations across 31 countries. The Elephant Crisis Fund has inspired donations to date of \$17 million in just over four years, and will not stop its support of these effective programs until elephants are safe from the illegal wildlife trade. For more information, visit [ElephantCrisisFund.org](http://ElephantCrisisFund.org).

**FOR ADDITIONAL INFORMATION, PLEASE CONTACT:**

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