



**HOLT RENFREW'S H PROJECT LAUNCHES UNCRATE SOUTHEAST ASIA**  
*A Curated Collection Celebrating Southeast Asian Craft and Artisans*

**March 1, 2019 (Toronto, ON):** Holt Renfrew launches its fifth edition of 'uncrate a culture' initiative, Uncrate Southeast Asia, a capsule collection of extraordinary products with extraordinary stories. From now until mid-summer, H Project shops across Canada transform into Uncrate Southeast Asia boutiques featuring a special assortment of apparel, handbags and accessories, jewellery, and homeware curated from 6 countries in the region—including Thailand, Philippines, Vietnam, Indonesia, Laos, and Papua New Guinea.

"This season we're celebrating the vibrant artisans of Southeast Asia—from dreamy embroidery, to woven wonders, to breezy dresses and more. Enjoy the journey, and we hope you find something you love," says Alexandra Weston, Holt Renfrew's Divisional Vice President of Brand & Creative Strategy.

The Uncrate Southeast Asia collection highlights almost 20 coveted brands such as Kayu, Kalita, The Brave Collection, John Hardy, Cambodia Knits, Girlfriend Collective and many more, with socially responsible products that are made with sustainable materials, charitable or are produced by local artisans and communities.

The 'uncrate a culture' initiative was created in 2014 by Alexandra Weston, where she and her team partner with extraordinary designers and artisans from around the world to bring extraordinary products to Holt Renfrew's valued customers. Past Uncrate a Culture programs include Africa, India, South America and Canada.

Holt Renfrew's Uncrate Southeast Asia will be available in store at Bloor Street, Yorkdale, Square One, Calgary, Edmonton, Vancouver and on [HoltRenfrew.com](http://HoltRenfrew.com).

### **About H Project**

In May 2013, Holt Renfrew launched H Project – a unique in-store and online shop of extraordinary products with extraordinary stories. H Project's offerings support culture, craft and artisans from around the world, with an assortment of apparel, accessories, home décor and beauty products, as well as products made from socially conscious materials or those that support a charitable cause.

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.

## **About Holt Renfrew**

Celebrating a 182-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). Follow us on Twitter/Instagram at @HoltRenfrew

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## **For more information contact:**

Halen Yau  
Manager, Public Relations & Events  
[Halen.Yau@holtrenfrew.com](mailto:Halen.Yau@holtrenfrew.com)  
416-960-2583