

# HOLT RENFREW

## HOLT RENFREW'S H PROJECT ANNOUNCES UNCRATE OCEANS

2020's Uncrate Program will focus on the world's oceans in partnership with Oceana Canada

**January 22, 2020 (Toronto, ON):** Holt Renfrew today announces the launch of its sixth edition of H Project's 'Uncrate' program, named *Uncrate Oceans*. The goal for this year's program is to bring awareness to ocean conservation by curating an assortment of brands that use eco-friendly materials and/or give back to Oceana Canada, a charity focused on protecting and restoring the world's oceans. The *Uncrate Oceans* curation is comprised of ready-to-wear, activewear, accessories, jewellery, homeware and more than 45 brands from around the world.

"The world's oceans connect us all, they feed life on this planet, they feed us, and we are slowly destroying them," says Alexandra Weston, Divisional Vice President, Brand & Creative Strategy. "We want to bring to the forefront of fashion some of the issues our oceans are facing, while also addressing how we can help lessen our impact as consumers as well as support conservation through our shopping habits." Weston adds, "We're excited to launch *Uncrate Oceans* with the goal of helping our customers make choices that can make a difference."

"In the face of global threats like climate change, pollution, overfishing and habitat destruction, the need to protect and restore abundance to our oceans has never been more urgent," says Josh Laughren, Oceana Canada's Executive Director. "We're so grateful for Holt Renfrew's leadership and support to help us tackle these issues and ensure future generations inherit healthy oceans full of life."

To support the initiative, Holt Renfrew engaged Canada's Simon Nessman, model and founder, Cedar Coast Field Station, and Andreea Diaconu, model and Ecology student at Columbia University, both fierce ocean supporters as the faces of the *Uncrate Oceans* campaign.

The 'Uncrate' initiative was created in 2014 by Alexandra Weston, where she and her team explore a different region of the world, and now, most recently, environmental causes and celebrate them by showcasing a curated selection of the best of local artisan work, designers, and socially responsible product that highlight the celebrated region or cause.

On April 18 and 19, Holt Renfrew will host a national charity shopping weekend with the goal of raising \$200,000 from net sales for Oceana Canada. To learn more about Uncrate Oceans and its offering please visit <https://www.holtrenfrew.com/en/h-project>.

-30-

### About H Project

Since 2013, Holt Renfrew has been consciously curating an assortment of products that are beautifully designed, passionately purposeful, and have unique stories—this curation is H Project. H Project has a dedicated shop space within Holt Renfrew stores and online. H Project does the work for customers by selecting products from around the world with compelling narratives, that support local cultures and

communities, that have minimal impact on the environment, and/or positively impact the world by donating to charities. H Project is also a platform for larger awareness and charitable campaigns bringing to light some of the world's most important issues. 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. For more information visit H Project online at [www.holtrenfrew.com/hproject](http://www.holtrenfrew.com/hproject)

### **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). Follow us on Twitter/Instagram at @HoltRenfrew

### **About Oceana Canada**

Oceana Canada was established as an independent charity in 2015 and is part of the largest international advocacy group dedicated solely to ocean conservation. Oceana Canada has successfully campaigned to end the shark fin trade, make rebuilding depleted fish populations the law, improve the way fisheries are managed and protect marine habitat. We work with civil society, academics, fishers, Indigenous Peoples and the federal government to return Canada's formerly vibrant oceans to health and abundance. By restoring Canada's oceans, we can strengthen our communities, reap greater economic and nutritional benefits and protect our future.

### **For more information contact:**

Jennifer Daubney  
Director, Public Relations & Events  
[Jennifer.Daubney@holtrenfrew.com](mailto:Jennifer.Daubney@holtrenfrew.com)  
416-960-2584