

# HOLT RENFREW OGIIVY

## Holt Renfrew Ogilvy Opened its Completed Montreal Flagship Store

*All Six Floors Are Now Open*

**MONTREAL, Quebec, Wednesday, June 24<sup>th</sup>, 2020** – Holt, Renfrew & Co. (Holt Renfrew), is proud to announce the opening of its newly completed flagship store in Montreal, Holt Renfrew Ogilvy at Rue Sainte-Catherine and Rue de la Montagne. The 250,000 square foot store, Holt Renfrew’s largest in its network, features 99 boutiques from some of the world’s best fashion and beauty brands. It is open on all floors as part of Holt Renfrew’s investment of over \$400 million to renovate and expand the company’s stores across Canada. The beautiful environment combines a modern aesthetic with key heritage elements, reminiscent of the store when it first opened in 1912.

Following the temporary closure due to the COVID-19 pandemic, all six floors of the flagship are now open for business. The completed main floor includes 11 boutiques from the world’s top fashion brands including CHANEL, Gucci, Louis Vuitton, Tiffany & Co., Hermès, and more. Customers can also discover L’espace Holt, Holt Renfrew’s exclusive pop-up shop and incubator space, featuring curated collections and limited-edition products from both local and international designers. The second floor will house the new Café Holt with an independent entrance, the women’s designer leather goods and footwear departments, as well as women’s designer ready-to-wear. The third floor holds women’s designer including boutiques from brands including Balenciaga, Gucci, Prada, Saint Laurent, and more. The third floor also holds contemporary collections, including the H Project shop—a curated assortment of products that are beautifully designed, passionately purposeful, and have unique stories. The fifth-floor houses extensive personal shopping services, including The Apartment and five personal shopping suites—Holt Renfrew’s largest personal shopping department across Canada. The fifth floor is also home to the refurbished Tudor Hall as well as a large retail animation space that will house ongoing pop-ups and happenings throughout the year.

“Holt Renfrew Ogilvy is an incredible store that our team has been so proud to develop,” says Gord Sonnenberg, Senior Vice President, Channel Development and Stores. “When we embarked on the journey of creating this store in 2013, we knew that we wanted to bring a global destination with the world’s best fashion, and retail experiences to the wonderful city of Montreal. The finished outcome has exceeded our expectations and we are so looking forward to a wonderful future in Montreal.”

The interior of Holt Renfrew Ogilvy was designed by Jeffrey Hutchison & Associates in collaboration with Lemay, a Montreal-based architectural firm. Paris-based Laplace designed Café Holt, while Montreal’s Martin Brûlé-Brossard designed men’s personal shopping. The newly expanded façade was designed by global architecture and design firm Gensler. Natural light and a modern interpretation of historic elements from the heritage store are present throughout the space. There has been a focus, especially in the H Project shop, on the use of sustainable materials including reclaimed wood, LED lighting, recycled materials, and finishes from renewable resources.

In celebration of the city of Montreal, its neighbourhoods, and its people, Holt Renfrew Ogilvy engaged a cast of notable citizens to mark the grand opening in its *Fabric of the City* marketing campaign. Featured in the campaign are locals, including singer-songwriter Alex Nevsky and business owner Koku Awuye, who speak about their love for the city and what it means to them.

Programming at Holt Renfrew Ogilvy includes L'espace, Holt Renfrew Ogilvy's rotating incubator and pop-up space. L'espace has launched with a Hat Shop—a nod to Holt Renfrew's heritage as a hat shop that opened in Quebec City in 1837. The Hat Shop will be followed by a collaboration with Artgang, a Montreal-based creative collective with more programming to come throughout the year. Once Holt Renfrew Ogilvy is able to do so, following restrictions due to the COVID-19 pandemic, the fifth floor will gather the community through special events, exclusive exhibitions, and collaborations. The Tudor Hall, inspired by the city's festival culture, will host event series, concerts, pop-ups, and more.

For more information regarding updates from Holt Renfrew Ogilvy, please visit, [holtrenfrew.com](https://holtrenfrew.com)

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### **About Holt Renfrew**

Holt Renfrew is considered Canada's specialty fashion retailer. Founded in Quebec City in 1837, Holt Renfrew is renowned for unparalleled retail experiences and is Canada's hub for the world's best fashion and beauty brands. With seven stores across Canada, including four in the Greater Toronto Area, plus Montreal, Calgary, and Vancouver, customers can also experience Holt Renfrew's offerings via [holtrenfrew.com](https://holtrenfrew.com). Holt Renfrew was acquired by the Weston family in 1986 and continues to be privately- and Canadian-owned as part of the Selfridges Group of stores. Visit us at [www.holtrenfrew.com](https://www.holtrenfrew.com).

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