

# HOLT RENFREW

## Holt Renfrew Launches Awaken Autumn Campaign

*The First Iteration of Canada's Fashion & Lifestyle Retailers' Fall Campaign features Trailblazers Karena Evans, Devery Jacobs and Ludi Lin*



*Devery Jacobs, Karena Evans, and Ludi Lin star in Holt Renfrew's Awaken Autumn Campaign*

**August 30, 2021** –Toronto - Holt Renfrew today unveiled the kick off its fall marketing campaign, titled *Awaken Autumn*. The campaign stars three trailblazers: Canadian Director, Actor and Producer, Changemaker, Karena Evans, Kanien'kehá:ka (Mohawk) Actor and Filmmaker, Indigenous Rights Activist, Devery Jacobs and Chinese-Canadian Actor, Anti-Asian Hate Advocate, Ludi Lin/林路迪.

Shot in Toronto, the campaign features the three stars in an array of Holt Renfrew's fall fashions in both stills and videos. The first episode of three videos launches **August 30**, titled *Voyages Into Formlessness*, in which the trio share what grounds them, the importance of authentic storytelling, representation and empowering self-expression. The first iteration of the video series also features a [behind-the-scenes](#) from the shoot with Ludi Lin.

The next two episodes will release on **September 20**, featuring a behind the scenes with Karena Evans and on **October 11**, featuring Devery Jacobs.

The three *Awaken Autumn* stars will be live in conversation, moderated by Creative Director, Dani Roche on **September 8 at 5:30 p.m. EDT**. For more information or to register for *Awaken Autumn*, in Conversation, please visit the [holtrenfrew.com](https://holtrenfrew.com) event page.

For more information about Holt Renfrew's *Awaken Autumn* campaign, please visit [holtrenfrew.com](https://holtrenfrew.com).

**About Holt Renfrew:**

Holt Renfrew is considered Canada's fashion and lifestyle 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. Recognized as a leader in personal service and experiences, the company's mission is to empower self-expression and ignite positive change along with overarching commitments to sustainability and diversity and inclusion. 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](http://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. Visit us at [www.holtrenfrew.com](http://www.holtrenfrew.com).

**For further information and press inquiries please contact:**

Jennifer Daubney, Holt Renfrew

[jennifer.daubney@holtrenfrew.com](mailto:jennifer.daubney@holtrenfrew.com)