

HOLT RENFREW

**Holt Renfrew Announces Spring 2021 Campaign Starring
Canadian Actor/Singer Jordan Alexander**
*Canadian Retailer's Campaign Features a Video, a Classic Canadian Song Cover,
and a Special Live Event*



Canadian Actor/Singer Jordan Alexander is the face of Holt Renfrew's latest campaign

March 1, 2021 – Holt Renfrew, Canada's iconic fashion retailer, is proud to announce details regarding its Spring 2021 campaign starring Canadian actor and singer, Jordan Alexander. Kicking off March 1, the campaign highlights Alexander in a photo and video series, styled in a selection of Holt Renfrew's Spring collections. Alexander, a cast member of HBO Max's *Gossip Girl*, is also featured in a campaign video, singing her rendition of Bruce Cockburn's classic, "Lovers in a Dangerous Time." The song, produced by Toronto-based musical artist, Haviah Mighty is featured on Holt Renfrew's campaign playlist, available on [Spotify](#).

"My grandma always taught me the value of beautifully made garments, and the art of being well dressed" says Jordan Alexander. "I have great memories of wandering the aisles of Holt Renfrew, soaking up all her fabulous fashion tips. She is a complete original and inspired a strong sense of independent self expression in me. We can hardly believe I'm doing a campaign with Holt Renfrew!"

The theme of Holt Renfrew's Spring campaign is *Empowering Self-Expression*, a celebration of the retailer's updated Mission: to empower self-expression and ignite positive change. The video also features a group of Canadian dancers, shot in-studio against projections of local landmarks and scenes of nature from Calgary, Montreal, Toronto, and Vancouver. The dancers represent various disciplines and include: Esabelle Chen (Montreal), Kim Gingras (Montreal), Jay Musodi (Vancouver), Nneoma

Oguejiofor (Toronto), Manushi Patel, (Toronto), Jordan Phouttharah (Toronto), Cameron Wilson (Toronto), and Jera Wolfe (Toronto).

Holt Renfrew customers across Canada can also participate in the Spring campaign by tuning into an live event on [Holt Renfrew's Instagram](#) channel featuring a one-on-one conversation with Jordan Alexander and Tyrone Edwards, Co-Anchor, CTV's ETALK, on Sunday, March 14 at 7 p.m. ET.

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](#). 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](#).

For further information and press inquiries please contact:

Jennifer Daubney
Director, Public Relations & Events, Holt Renfrew
Jennifer.daubney@holtrenfrew.com