

HOLT RENFREW

Holt Renfrew Launches Holiday Campaign

Together for the Holidays Celebrates the Holiday Season



Holt Renfrew Together for the Holidays Market

November 1, 2021 –Toronto - Holt Renfrew just launched its Holiday 2021 season and campaign, titled *Together for the Holidays*. After the world missed out on so many activities over the past year, Holt Renfrew is celebrating the spirit of togetherness with a whimsical campaign this holiday season. The retailer commissioned Montreal visual artist, Dominique Pétrin, to create a modern, digital interpretation of a quilt that anchors the campaign including window schemes, interior displays, as well as the sustainably produced and recyclable holiday Holts magenta bags.

In addition to the incredible gift selection for all, the quilt motif and pattern extends into custom products, including the coveted holiday beauty advent calendar, exclusive beauty holiday crackers, and more.

Bringing a fresh take to highlight the holiday gifting selections for all, Holt Renfrew created a retro-inspired video game titled [Gift Quest](#) where young and old can play online in order to find their perfect gift selections. The Gift Quest game, which features characters based on the quilt pattern, will also be playable in stores later in November, reimagined in vintage arcade cabinets.

Holt Renfrew is also proud to once again partner with Make-A-Wish® Canada to help create life-changing wishes for children with critical illnesses. Customers can give back to this incredible organization through a variety of touch points, including the annual Holiday Bear (designed by Lisa James and featuring a green hoodie with the holiday campaign's heart emoji), a national Holts Café giveback program, donations at in-store points of sale, and a social media contest to come.

For more information about Holt Renfrew's *Together for the Holidays* campaign, please visit 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. 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.

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