

HOLT RENFREW OGILVY

Holt Renfrew Ogilvy Reimagines the Traditional Bagpiper
A Modern Interpretation of the Storied Icon will return this Holiday Season



Holt Renfrew Ogilvy Bagpiper, Jenna Dennison

November 12, 2021 – Montreal – Holt Renfrew Ogilvy is proud to announce a new iteration of the storied tradition of the retailer’s bagpiper. Beginning November 12, Montreal-based musician, Jenna Dennison will perform at the corner of Ste. Catherine and de la Montagne and in-store. As one of the new traditions, Dennison will be present for special events and key seasonal moments at Holt Renfrew Ogilvy moving forward and will perform both traditional and modern interpretations of bagpipe music.

The fresh take on the bagpiper will be outfitted with a modern approach including a bespoke, magenta tartan that respects the storied, Scottish tradition. The magenta kilt represents the colours of Holt Renfrew Ogilvy and was created by Canada’s premier kilt maker, Burnett’s & Struth Scottish Regalia Ltd., and registered with the Scottish Register of Tartans. Along with the kilt, Dennison will be styled with seasonal fashions currently available at Holt Renfrew Ogilvy, including a blazer by Canadian brand, Smythe, a Chloé bag and Dr. Martens boots.

“We are very excited to bring back the traditional bagpiper at Holt Renfrew Ogilvy with a fresh approach,” says Natalie Lord, Divisional Vice President and General Manager, Holt Renfrew Ogilvy. “After a tough few years we can’t wait to launch our new tradition and celebrate with our customers while honouring our past and spreading some holiday cheer.”

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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