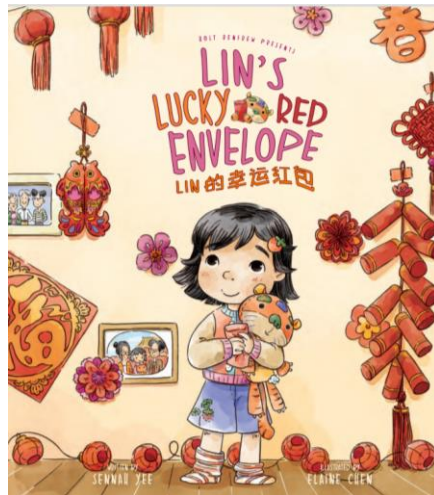


# HOLT RENFREW

## Holt Renfrew Announces a Special Children's Story Book

*Lin's Lucky Red Envelope is a Celebration of  
the Lunar New Year  
Season*



**January 13, 2022** – Toronto, ON – Holt Renfrew is proud to announce an exclusive children's storybook titled *Lin's Lucky Red Envelope*, available beginning January 13, 2022, in celebration of the Year of the Tiger. The book was commissioned by Holt Renfrew in the spirit of educating children about the celebratory time and traditions that occur during Lunar New Year. Written by Toronto-based author and poet, [Sennah Yee](#) and illustrated by Vancouver-based illustrator and painter, [Elaine Chen](#), *Lin's Lucky Red Envelope* is the story of the main character's first time celebrating Lunar New Year in Canada where nothing seems to be going right for her and her tiger doll Lǎo Hǔ. Will a red envelope all the way from China help to turn her luck around?

The special story book, published by Holt Renfrew, is available for sale in both English/Mandarin and French/Mandarin versions and retails for \$25 CDN on [holtrenfrew.com](http://holtrenfrew.com) and at Holt Renfrew stores across Canada. All proceeds from the sale of *Lin's Lucky Red Envelope* will be donated to [project 1907](#), a Canadian organization made up of Asian women aimed at elevating underrepresented and undervalued Asian voices.

Further to the creation of *Lin's Lucky Red Envelope*, Holt Renfrew has also commissioned a special H Project Approved [Lǎo Hǔ Lunar New Year plush toy](#), handmade in Nepal in collaboration with Hazel Village. The stuffed animal retails for \$80 CDN.

To learn more about *Lin's Lucky Red Envelope* and Holt Renfrew's Lunar New Year campaign, visit [holtrenfrew.com](http://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. Visit us at [www.holtrenfrew.com](http://www.holtrenfrew.com).

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