



HOLT RENFREW

2014

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## *Balenciaga Opening Night*

Holt Renfrew Bloor Street hosted an exclusive trunk show of one-of-a-kind, red carpet Balenciaga gowns worn by some of the world's top celebrities in recent years. Customers had the unique opportunity to order the special pieces custom-made in the fabrications of their choice.



## *Gucci Artisan Corner*

Gucci and Holt Renfrew were pleased to present the Gucci Artisan Corner at Holts Yorkdale. This special event, dedicated to Gucci's Florentine artisans and their time-honoured craft, showcased the creation of a selection of the brand's most iconic handbags and gave customers the opportunity to customize their very own Gucci items through hand-embossed monogramming.



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## *Uncrate India*

From April 1 until May 31, Holt Renfrew's H Project shops transformed into Uncrate India spaces. Co-curated by Holt Renfrew's Director of Brand Strategy, Alexandra Weston, and renowned jewellery designer Waris Ahluwalia, Uncrate India offered Holt Renfrew customers the special stories, richness and diversity of India through its unique product offering.



All the spectacular pieces, including block-print textiles and hand-woven rugs, were sourced directly from local markets, supporting the region's culture, craft and artisans. The shop will also support UNICEF's lifesaving work for children in India with a \$15,000 donation to local healthcare and education initiatives.



Holt Renfrew on Bloor Street celebrated the launch of Uncrate India with a party for hundreds of guests, hosted by Alexandra Weston and Waris Ahluwalia. From the moment guests entered the store, they were transported to the vibrant sights and sounds of India – everyone was greeted with sparkling bindis, a fantasy rickshaw, mehndi station and a bangle bar, where they were jewelled with sparkling gems.



# 2014 HOLT RENFREW

## *Zac Posen*

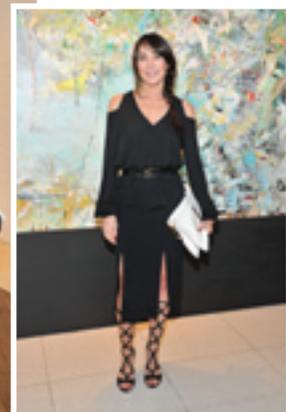
April 29, 2014, Holt Renfrew Bloor Street opened its doors for an evening of private shopping with New York-based designer Zac Posen. The evening offered a unique opportunity to meet with the designer and order dresses from his upcoming fall 2014 collection. 10% of all sales from the event were donated by Holt Renfrew to Boost Child Abuse Prevention and Intervention.



## *Tamara Mellon Personal Appearance Holt Renfrew Bloor Street*

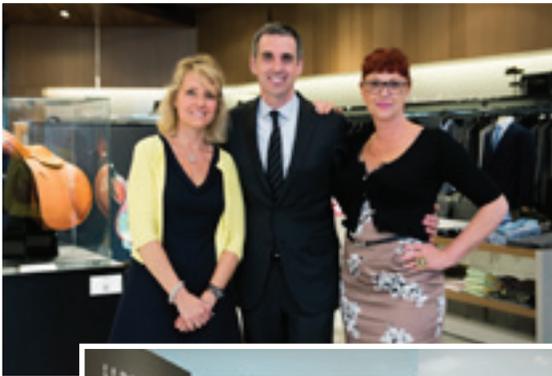
On May 22, Alexandra Weston hosted an intimate lunch in honour of business woman and designer Tamara Mellon at Holt Renfrew Bloor Street.

Alexandra Weston toasted the guest of honour, calling Tamara a “fashion force” and praising her “entrepreneurial spirit and triumphs; bringing to life successful, international businesses and gorgeous fashions”. Weston also praised Mellon’s “buy now, wear now business model”, and how appealing that concept is to the modern woman.



## *Luxinside launch Holt Renfrew Yorkdale*

Holt Renfrew launched the exclusive travelling photography exhibit, *LuxInside, Traces of Man*. The unique exhibition of images of luxury products from around the world first launched at Holt Renfrew Yorkdale on May 22 and then moved to Holt Renfrew Calgary in June and will travel to Holt Renfrew Bloor Street this fall.



## *Launch of rag & bone for Right To Play totes*

June 18, Holt Renfrew on Bloor Street celebrated the launch of its ninth charitable collaboration – exclusive rag & bone totes that were created with a goal of raising \$100,000 to support Right To Play. Holt Renfrew's Director of Brand Strategy, Alexandra Weston, hosted the playful event and offered heartfelt remarks about the mission of Right To Play, which supports children whose lives are made better by the positive impact of sport in their communities around the world.

The rag & bone totes for Right To Play mark Holt Renfrew's ninth charitable item collaboration through its H Project initiative. Since 2010, H Project has delivered over half a million dollars in donations to various charitable organizations.



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## *Magenta Awnings – Colour Me Happy*

Holt Renfrew Bloor Street was happy to show off a fun new look! Just in time for summer, Holt Renfrew Bloor Street has a brand new accessory—a magenta awning. In celebration of our colourful new outfit and the debut of summer, we are painting the town magenta.



## *Calgary Stampede Celebrity Charity Event*

On June 25, Holts Calgary welcomed 400 guests to a charity fashion show and live auction to benefit Calgary Health Trust's Best Beginning Program. The event was held a week ahead of the Calgary Stampede and featured one-of-a-kind cowboy hats created by some of the esteemed designers sold at Holts, including Anzie, Dean Davidson, Ela, Mackage, Paige, Smythe and Tanya Taylor.

All of the proceeds from the live auction and 10% of the proceeds from shopping during the evening were donated to the Calgary Health Trust's Best Beginning Program, totaling \$40,000 towards making a difference in the lives of expectant women in low-income and high risk situations.



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## *Holt Renfrew Celebrates 10 Years of Smythe*

In honour of Smythe's 10-year anniversary, Holt Renfrew celebrated co-founders Andrea Lenczner and Christie Smythe's history as Canada's designer darlings on August 20 with an evening fashion presentation and cocktail party at the Bloor Street flagship store.

Over 400 Smythe customers and dedicated fans came out to Holts to see a runway presentation of their 10×10 collection, a 10-piece capsule of their most notable designs reinterpreted for fall 2014. Memorable jackets, sharply tailored blazers and lively prints lined the catwalk, followed by a shopping frenzy where Smythe fashions literally flew off the racks.

As the very first retailer partner of Smythe in 2004, Holt Renfrew was honoured to showcase the beloved silhouettes that first attracted attention a decade ago and remain a staple in the closets of #CuteSmytheGirls everywhere.

## *Public School Holt Renfrew Vancouver*

On Saturday, July 26, Holt Renfrew Vancouver welcomed Dao-Yi Chow and Maxwell Osborne, designers of Public School, for a personal in-store appearance and presentation of their fall 2014 menswear collection. Since the brand's launch in 2008, the collection has built a strong following and received numerous prestigious awards including the CFDA Vogue Fashion Fund Award as well as the 2013 CFDA prize for menswear designer of the year.



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## *Variety Studio at Holt Renfrew Bloor*

Bloor Street was abuzz at Holt Renfrew during TIFF! For the fifth consecutive year, Holt Renfrew partnered with film industry heavyweight Variety Magazine to host the *Variety Studio at Holt Renfrew* - a video series and portrait studio that draws award-winning actors, directors, writers and producers into Holts for their TIFF interviews. From September 5 to September 8, crowds gathered outside the store, waiting to catch a glimpse of A-list celebrities including Jennifer Aniston, Kate Bosworth, Salma Hayek, Robert Downey Jr., Cara Delevingne, Kate Beckinsale, Chris Rock, Michael Douglas, Keira Knightley, John Cusack, Jennifer Connelly, Jake Gyllenhaal, Reese Witherspoon, Benedict Cumberbatch, Richard Gere, Rosario Dawson, Tobey Maguire, Jessica Chastain, Eddie Redmayne and many more.

New to the partnership this year, Variety Magazine's editor-in-chief hosted a private cast dinner at Holts for the film *Nightcrawlers*. Attendees at the dinner included the film's lead and Oscar nominee, Jake Gyllenhaal, along with cast member Rene Russo, directors Antoine Fuqua, Jean-Marc Vallée and Dan Gilroy, and other leading figures within the film industry.



## *Business of Fashion Holt Renfrew Bloor*

On September 6, Business of Fashion's founder and editor-in-chief Imran Amed stopped by Holt Renfrew on Bloor to host a live discussion on the fashion industry. Over a hundred BOF fans and followers were in attendance, and thrilled to learn that the second print issue would be exclusively available at Holt Renfrew later in the month.



## *Italian Immersion*

From October 1-19, Holt Renfrew celebrated Italian Immersion in proud partnership with the Italian Trade Commission, a cross-country event devoted to the beauty and opulence of Italia. Customers were invited to experience the beauty and opulence of Italia at Holt Renfrew stores with a series of public and private in-store events and activations over the 19-day affair. Key moments of Italian Immersion included a Stella Jean personal appearance at Holt Renfrew Bloor, Vogue Italia's anniversary showcase with an in-store digital retrospective of never-seen-before collaborations from the prestigious publication over the last 50 years, and designer exclusives like the Tod's monogramming event.



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## *Holt Renfrew Men and the Salon Speakers Series*

Holt Renfrew Men launched on October 1 to strong fanfare, celebrated for its distinct male sensibility and tailored-to-men experiences. On October 28, the inaugural Holt Renfrew Men *Salon Speaker Series* launched with a private dinner and conversation with prolific Scottish historian and author Niall Ferguson. The ongoing series will feature a curation of the world's leading power-brokers and thought leaders from the realms of business, politics and culture. Ferguson was joined by 22 esteemed Bay Street executives for a riveting conversation on the rise of geopolitical risk and a crisis of global leadership from Russia to the Middle East to Asia. Following dinner, guests engaged in a spirited conversation covering topics from geopolitics and monetary policy to history and current affairs.



On December 4, Holt Renfrew Men welcomed the emphatic **James Carville** for the second installment of the *Salon Speaker Series*. Carville, a prolific political commentator, strategist, best-selling author, and “the man who has devised the most dramatic political victories of our generation,” was joined by a group of 40 business and thought leaders for a captivating conversation on the current and future state of U.S. politics