



Holt Renfrew's H Project Launches Exclusive KENZO Capsule Accessories Collection to Benefit Blue Marine Foundation

Toronto, Ontario, May 16, 2016 – Holt Renfrew, Canada's luxury specialty retailer is proud to announce an exclusive collaboration between H Project, Holt Renfrew's shop-in-shop of extraordinary products with extraordinary stories, and KENZO. This limited edition collaboration will aid worldwide ocean conservation with **\$25 from the sale of each item donated to Blue Marine Foundation (BLUE) by Holt Renfrew**. The capsule collection includes a metalized blue pouch, \$195 and wallet, \$130, and will launch at Holt Renfrew stores across the country, on holtrenfrew.com and Ogilvy in Montreal on June 8, in celebration of World Ocean's Day.

"Creating positive change through our charitable collaborations is an important part of who we are as a retailer," says Alexandra Weston, Director, Brand & Creative Strategy, Holt Renfrew. "We are thrilled that KENZO has partnered with us to help raise funds for Blue Marine Foundation. Protecting our oceans is a cause that is integral to our world's healthy future and one I am personally passionate about."



Exclusive KENZO for H Project pouch \$195 and wallet \$130

"When we heard that Holt Renfrew wanted to partner with KENZO on their charitable giving project for 2016 we jumped at the opportunity to introduce Canada to the work of the Blue Marine Foundation," stated Carol Lim and Humberto Leon, Creative Directors, KENZO. "We have been working with this incredible organization for over three years and are extremely proud to sponsor such a hardworking team of people. We love the ocean and in donating to BLUE we are assisting global efforts to reduce overfishing and protect 72% of the earth's surface. For the project we decided to create an exclusive pouch and wallet with KENZO's flying logo in a specially conceived Blue Marine Blue. In buying this product we hope our Canadian friends will join our cause to help the plight currently affecting our oceans."

"I am thrilled that BLUE and our long-standing partner, KENZO are able to collaborate with Holt Renfrew to create this beautiful, exclusive product. The collaboration is testament to KENZO's innovative thinking as well as their ongoing commitment to save the world's oceans. The funds raised from this unique product will help us secure marine protected areas in the UK's Overseas Territories – protecting their rich marine life from overfishing for future generations. We are delighted that our friends in the commonwealth are joining us in our mission to protect 10% of the oceans by 2020," Chris Gorell Barnes, Co-founder of Blue Marine Foundation

“As a Trustee of Blue Marine Foundation (BLUE) and Deputy Chair of Selfridges Group, I am delighted to celebrate the collaboration between Holt Renfrew, KENZO and BLUE. Our company is proud of its commitment to the protection of the oceans and we are thrilled that Holt Renfrew has decided to work with such a creative brand as KENZO to raise awareness for the oceans by supporting BLUE’s work around the world,” Alannah Weston, Trustee, Blue Marine Foundation; Deputy Chair, Selfridges Group Limited, parent organization of Holt Renfrew.

The KENZO x Holt Renfrew pouches and wallets are the 13th edition of H Project’s exclusive designer collaborations that benefit inspiring charities from around the world. Continue the social media conversation by using the hashtags #HoltsBlue #HProjectXKenzo.

About Holt Renfrew

Celebrating a 179-year heritage, Holt Renfrew is recognized worldwide for an inspired shopping experience. Founded in 1837 as a modest hat shop, Holt Renfrew would soon become a purveyor of fashion to Her Majesty Queen Victoria. In the 1930s, Holt Renfrew began to establish exclusive accounts with leading European designers, hosting Monsieur Christian Dior himself in 1947 as he launched his "New Look". After many years of foreign ownership Holt Renfrew was acquired in 1986 by W. Galen and the Hon. Hilary M. Weston. Under Weston ownership Holt Renfrew has become Canada's destination for luxury retail. Visit us at www.holtrenfrew.com.

About H Project

In May 2013, Holt Renfrew launched H Project, a unique in-store shop of extraordinary products with extraordinary stories. H Project’s offerings support culture, craft and artisans from around the world, as well as products made from socially conscious materials or those that support a charitable cause. H Project’s assortment includes apparel, accessories, home décor and beauty products,

H Project is led by Alexandra Weston, Holt Renfrew’s Director of Brand & Creative Strategy. In this role, she focuses on developing dynamic programs to build the brand’s culture and reputation.

About KENZO

KENZO was founded by Japanese designer, Kenzo Takada in Paris in 1970. With its colorful prints and declaration of freedom, KENZO shook up the couture codes of the time by irreverently breaking the rules. In 2011, Humberto Leon and Carol Lim took post as Co-Creative Directors. At the core of their approach, travel, culture and fashion manifest in all that they do. KENZO has become known for its groundbreaking collaborations with avant-garde artists, musicians, actors, and designers.

About the Blue Marine Foundation

Known as BLUE, this UK registered charity was set up in 2010 by some of the team behind the award-winning documentary film ‘The End of the Line’. BLUE exists to fix the largest solvable problem on the planet – the crisis in the oceans. The charity is dedicated to creating large scale marine reserves and establishing models of sustainable fishing. Its mission is the active and effective protection of 10% of the world’s oceans by 2020 and 30% by 2030.

<http://www.bluemarinefoundation.com/>

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Information:

Jennifer Daubney
Manager, Public Relations, Holt Renfrew
Jennifer.daubney@holtrenfrew.com
416-960-2584