

# HOLT RENFREW

## **HOLT RENFREW IS PROUD TO LAUNCH WECHAT PAY AND ALIPAY**

*First Luxury Retailer in Canada to Launch the Mobile Payment Services*

**TORONTO, ON, June 28, 2017** – Holt Renfrew, Canada’s luxury destination since 1837 has recently launched both WeChat Pay and AliPay mobile payment services in their Toronto and Vancouver locations. With plans to roll the program out nationally, Holt Renfrew’s goal is to offer their Chinese customers a truly enjoyable and unique shopping experience. Holt Renfrew is proud to be the first luxury retailer of its kind to offer these innovative payment services to its Chinese customers.

“We are beyond excited to launch both WeChat Pay and AliPay in our stores,” says Robert Zeidel, Chief Operations Officer, Holt Renfrew. “Since soft launching the services in two of our markets this month, we have seen an incredible response and are looking forward to future success.” Zeidel continues, “Our Chinese customers are telling us that they want this convenience and experience in store and we are proud to be first in the country for a luxury store of this kind to offer these popular payment services.”

Holt Renfrew is dedicated to offering luxury products and services to its valued customers. Experience for yourself how quick and easy it is to use these innovative payment services in store. To learn more about Holt Renfrew, please follow Holt Renfrew’s official WeChat account. WeChat ID: Holt\_Renfrew.

### **About Holt Renfrew**

Celebrating a 180-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](http://www.holtrenfrew.com). Follow us on Twitter/Instagram at [@HoltRenfrew](https://www.instagram.com/HoltRenfrew)

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