

# HOLT RENFREW

## **HOLT RENFREW OGILVY TO REDEFINE THE LUXURY EXPERIENCE IN MONTREAL**

*Merging of two storied brands to complete in 2020*

**MONTREAL, Quebec, November 15, 2017** – Holt, Renfrew & Co., Limited is excited to announce a series of updates coming to their St. Catherine’s Street flagship, the phased enhancements and renovations to the expanded store are scheduled to be complete in 2020 and branded Holt Renfrew Ogilvy.

Alongside a new name that will bring both Holt Renfrew and Ogilvy together under one banner, new additions to the store will include the Apartment, Holt Renfrew’s premiere private shopping environment, and an extensive personal shopping program for men and women. Holt Renfrew Ogilvy customers in Montreal will also be able to dine in a Holts Café and enjoy other food moments throughout the store, while taking advantage of the convenience of valet parking, a concierge service and other premium services, tailored to the Montreal market.

Some additional department updates, launching prior to completion in 2020, will include a new beauty hall, showcasing a premium range of colour and skincare brands (23,000 square feet); a women’s footwear department, offering an exclusive selection of designer shoes (8,000 square feet); and a leather goods shop, offering luxury handbags and small leather goods (20,000 square feet).

On the main floor will be a CHANEL presence and in-store shops from some of the world’s most iconic brands including Dior (2,000 square feet), Fendi , Hermès (3,000 square feet), Louis Vuitton, Prada (2,300 square feet) and Tiffany & Co. (2,500 square feet).

Spanning over 250,000 square feet in total, this store will be the largest in Holt Renfrew’s fleet across Canada and will continue the momentum of the specialty retailer’s commitment to enhance its flagship model. Following an investment of over CAD \$100 million, the project will include an extensive updated assortment of luxury fashion and beauty brands.

“We are so excited about creating a unique, luxury shopping experience for our customers in Montreal,” says Mario Grauso, President, Holt Renfrew. “This is a dynamic city with a rich history, and a renowned fashion legacy that we are honored to be a part of. Inspired by the best of both Holt Renfrew and Ogilvy, we have designed this store to offer our customers the very best luxury products and an unparalleled shopping experience in what promises to be one of the most beautiful stores in the world.”

Holt Renfrew Ogilvy has been designed by world-renowned interior designer Jeffrey Hutchison & Associates, with support from Lemay, a Montreal-based architectural firm. Connected to the Four Seasons Hotel and Private Residences, with a new expansion façade designed by global architecture and design firm Gensler, design elements will reinvigorate the exterior of the building, respecting key elements of its history including the preservation and refurbishment of Tudor Hall. Bright and modern interiors, with a palette that layers luxurious textures of stone, glass, metal and fabric, will create an opulent shopping environment.

Holt Renfrew and Ogilvy will remain open throughout construction.

## **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).

## **About Ogilvy**

Founded in 1866, La Maison OGILVY provides a unique shopping experience. The upscale department store houses numerous boutiques that feature some of the world's greatest fashion designers and an array of lifestyle and beauty brands. [www.ogilvycanada.com](http://www.ogilvycanada.com)

- 30 -

### **INFORMATION:**

Jennifer Daubney

[Jennifer.daubney@holtrenfrew.com](mailto:Jennifer.daubney@holtrenfrew.com)

416-960-2584

Rachel Ladouceur

[Rachel.ladouceur@holtrenfrew.com](mailto:Rachel.ladouceur@holtrenfrew.com)

438-925-4430