

MULTICHANNEL

Holt Renfrew springs forward with branded magazine

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Holt Renfrew spring magazine

By SARAH JONES

Canadian department store chain Holt Renfrew is inspiring new season wardrobe updates in its spring magalog set in Miami.

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Luxury Daily

Available in both print and online, the magazine features trend reports, style guides, editorial imagery and feature stories to get consumers excited about shopping for their warm weather attire. The magazine was released as consumers were still in the throes of winter, when many were probably open to thinking of the upcoming weather and attire change.

"Our magazine has historically been shot around the world – from Turkey to Tokyo, Paris and Ireland, and closer to home, in Newfoundland, Alberta and British Columbia," said Sandy Kim, divisional vice president of creative services at [Holt Renfrew](#), Toronto.

"For this season, our team chose Miami as an aspirational and lush destination with diverse locales to support as backdrop for a range of fashion stories," she said.

"The magazine captures the spirit of spring at Holt Renfrew through a curation of the

season's most coveted fashions combined with fresh and bold locations."

Miami heat

Holt Renfrew publicized its magazine on social media, getting consumers who engage with it on Facebook, Twitter or Instagram to connect with other content.

The 158-page women's issue cover shows a woman in a printed maxi dress on a boat, promising consumers "a modern perspective," as well as a shopping checklist. Right after the cover, ads for Louis Vuitton, Gucci and Prada ran along with a letter from the president of the store, who talks about how luxury is personal and about relationships.

A "Point of View" section highlights new trends, product launches and beauty tips from the retailer's perspective. Within the front of the book is an interview with designer Joseph Altuzarra, who launched his first collection exclusively at Holt Renfrew years ago.



Screenshot of Holt Renfrew women's spring magazine

Various pages encourage social media interaction with relevant hashtags, for instance #HoltsBeauty or #HoltsTrend.

On product pages, Holt Renfrew includes a number to call to order pieces directly by talking with a personal stylist. A number of retailers have linked their online magazines to ecommerce, but this approach enables a personal connection, enabling the store to build

relationships.

Holt Renfrew also details its Icon Privileges program ([see story](#)).

Further in the book are editorial photo spreads showing bohemian attire at sea, statement jewelry from David Yurman, Burberry and Hermès, eveningwear, minimalist luxury, graphic accessories and sports-inspired outfits captured on the street against graffiti.



Screenshot of Holt Renfrew women's spring magazine

Throughout the book, Tiffany & Co., Dior, Hermès and Valentino also appeared with ads for eyewear or apparel.

The men's issue tells consumers they can “up [their] game” with made-to-measure attire, showing a male model on the cover outside a modern building. Burberry opened the issue with an ad showing two models in trench coats.



Holt Renfrew men's spring magazine

This was followed by a page raising awareness for Holt Renfrew Men, the recently opened dedicated menswear store on Bloor Street in Toronto.

President Mark Derbyshire's message to men promises innovation and under the radar brands along with luxury services, such as valet parking and shoe shine.

Within the front Point of View section, Holt Renfrew shares a diagram of parts of a suit that can be altered to the individual consumer to make it his own. Also included in the early pages is an interview with Berluti creative director Alessandro Sartori.

lapel width

The timeless lapel lies between the wide peaks of the 1970s and the slimy notches of the new Millennium (and the '60s mode that inspired them).

TAKE NOTE
Three inches is standard, but over in Milan, styles are widening once again.

the drop

For an athletic-looking frame, the key is having your suit hit the edge of the shoulder and tailor in at the waist. This is called ruffling the drop, the difference in inches between the chest and the waist.



scye

This is the tailor's term for the armhole, which has a huge impact on fit. A higher armhole means a tailored silhouette, and lets the arms move without pulling the chest.

button stance

This is the position of the waist button (the one that always get fastened) and defines where your waistline appears to be.

TAKE NOTE
While a higher button stance is best reserved for balanced body types, it lends a modern look to a classic two-button suit.

gorge height

This is the distance between the top of the lapel and your top button. The shorter you are, the higher up on the body you want the gorge, and vice versa.

MAKING *the* CUT

Take it to the next level and join the ranks of those who wear their personal style on their customized sleeves. Made to Measure can transform your basic suit into a true original — like you. Here's what you need to know

MONOGRAM YOUR SUIT AND ACCESSORIES
It's the ultimate stamp of approval. Add your own all-around pleasing touches to your wardrobe. Finishing with personalized monogrammed details. Complimentary for eligible members of Wolf Run Privileges.

READY FOR THE FINAL FRONTIER?

BESPOKE

Kanye West knows it. "Dressed smart like a London bloke, before he speak his suit bespoke." A truly customized gift to yourself, bespoke tailoring is a realm of unparalleled luxury where everything is constructed to your specific wants and needs.

DID YOU KNOW?

The origin of bespoke: if another customer asked for the same swatch, he would be told it had "been spoken for."

Holt Renfrew men's spring magazine

Editorials show suiting within Miami and more casual attire modeled on an airboat.



Screenshot of Holt Renfrew men's spring magazine

On Holt Renfrew's Web site, consumers can go behind-the-scenes of the shoot, getting a tour of Marlins Park, The James Royal Palm and the Wynwood Arts District.

"As Canada's luxury speciality retailer, Holt Renfrew offers an inspirational experience fusing the worlds of fashion, luxury and culture to continually delight customers in unexpected ways," said Jackie Charest, divisional vice president of marketing at Holt Renfrew. "Holt Renfrew has a unique global lens on international luxury and fashion. For over 178 years, Holts has curated the best of luxury products and the latest in fashion from around the world, uniquely for Canada.

"For the spring season, the Holt Renfrew team attended 164 runway shows around the world to bring the season's best in luxury and style to customers and introduced 65 new designer brands to Canada," she said. "Over 140 vendor partner brands are represented in the book, from Céline, Dior, Louis Vuitton, Prada, Fendi, Gucci and Hermès to emerging brands such as Edie Parker, Aquazurra and MSGM.

"Customers look to us for style leadership and expertise and our magazine offers our point of view on global fashion trends, in-depth editorial interviews with top designers and a look at their favorite designers, styled by us, in an engaging and visually inspiring manner.

"Newly enrolled members of our Icon privileges program received access to the book online a week prior. Print editions were distributed to top customers, and copies were available in store, and through key destinations such as Air Canada Maple Leaf Lounges in Toronto, Vancouver and Montreal."

Content creation

Consumers who engage with content tend to spend more with a particular brand, so providing relevant editorial can be beneficial for a retailer's bottom line.

At the Details Tech & Tastemakers Summit last September, Mr. Porter's U.S. editor Dan Rookwood said that creating content is worth the investment. From studying the retailer's analytics, he said that the retailer has also found that consumers who read The Journal shop more with the retailer and buy more ([see story](#)).

Consumers who engage with a brand across multiple platforms are the highest spenders, said a Barneys New York executive at Luxury FirstLook: Strategy 2014.

The traditional consumer path to purchase needs to be amended to get results, and brands should instead focus on creating exclusive content that is of value to consumers. This strategy skews content more toward CRM than media to genuinely engage consumers ([see story](#)).

Content is another touchpoint to deliver customer service.

"Our commitment to customer is 'Your Experience is Everything to Us,'" Ms. Charest said. "This is woven throughout our culture, in how we market to engage with customers, select and train our people, buy product, build digital experiences and more.

"As a specialty luxury retailer, our customers look to us for a curated journey of discovery and an oasis from a traditional department store experience, which can be overwhelming," she said. "Personal relationships with our stylists are at the heart of this.

"Customers look to our staff to be knowledgeable, to offer a personalized experience, to share their inspiration. Our personal shoppers and sales associates curate the best brands and tailor them personally to each customer to suit their everyday needs and their big life moments."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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