

ADVERTISING

## Holt Renfrew casts consumers in fall campaign to make personal connection

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*Image from Holt Renfrew's #AllTogetherAtHolts campaign*

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By SARAH JONES

Canadian retailer Holt Renfrew is highlighting the diverse cast of characters in its network through a fall campaign aimed at fostering a sense of community.

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“All Together at Holts” features 14 of the store’s customers and two sales associates from across Canada, who are shown in still imagery and in video talking about their individual sense of style. Going beyond those profiled in the campaign, Holt Renfrew is offering consumers the chance to be a part of the campaign through user-generated submissions, making this a truly democratic marketing effort.

“All together at Holt will celebrate, illuminate and humanize the Holts experience,” said Alison Simpson, senior vice president of marketing and customer experience at [Holt Renfrew](#). “It’s about ‘we’ and not ‘me’ – it’s about celebrating the communities in which we work and live.

“We’re always evolving our luxury experiences and building on relationships we’ve built over nearly 180 years – staying close to our community of customers.”

Model citizens

Holt Renfrew launched its campaign on Sept. 15, 2015 at 15:00, or 3 p.m. All Together at Holts is running on a dedicated microsite and the retailer's digital channels, as well as in a national ad campaign and in direct marketing, such as email newsletters.

For the effort, the 16 individuals profiled were photographed in pairs, enabling them to shine as individuals as their personal styles play off each other. An additional black-and-white portrait captures the entire group.



*Holt Renfrew Together at Holts campaign image*

A series of YouTube videos show the duos talking about various subjects relating to their personal views on fashion, including describing the person standing next to them, delving into what style means to them and professing their love for the store.

Those profiled hail from Vancouver, Calgary, Edmonton, Toronto and Montreal, representative of Holt Renfrew's nationwide presence and its varied consumer base.

Online, the campaign is housed on a microsite that enables the consumer to explore all of the personalities included and additional content, such as upcoming behind-the-scenes features.

Embedded Video: [https://www.youtube.com/embed/fa4HUp\\_ARmk](https://www.youtube.com/embed/fa4HUp_ARmk)

### *All Together at Holts*

Consumers who are inspired to participate in the campaign can join in. Canadians can strike a pose at in-store photo booths and those at home can share an image of themselves with the hashtag #AllTogetherAtHolts.

By posting to social media, consumers are entered to win one of two \$1,500 gift cards. They will also be given the chance to be part of the retailer's spring campaign.

In an effort to extend the impact past their direct followers, Holt Renfrew is asking consumers to tag a style icon in their lives on social media. This will not only raise awareness through mentions, but will also help to further highlight the diversity of Holt Renfrew's audience.

"Holts has an incredibly diverse customer with very broad styles and this campaign is a wonderful way to celebrate the degree to which Holts resonates with so many varied and individual tastes," Ms. Simpson said. "We're thrilled to turn the lens on our community, who, for nearly 180 years, have been the inspiring ambassadors of Canadian style."

### Relationship status

Other retailers have turned their lenses on consumers for campaigns.

For instance, department store chain Barneys New York teamed with photographer Bruce Weber once again to feature local Los Angeles people for its fall 2014 campaign.

"L.A. Stories" featured 76 local Angelenos in their spaces in the city while sporting clothing and apparel from Barneys. The local vibe likely made the retailer seem more attuned to its consumers ([see story](#)).

Previous efforts from Holt Renfrew have sought to elevate the individual consumer.

Earlier this year, the chain rolled out a new bespoke rewards program that promises consumers "luxury personified."

Holt Icon Privileges revolves around the idea that each consumer is a distinct personality that shapes the store, and aims to treat them as such with exclusive access and services. Launched officially March 1, the program should help the retailer connect with its most engaged audience ([see story](#)).

"All together at Holts is about celebrating relationships – and relationships have always been at the very core of our business," Ms. Simpson said. "It's woven into our culture - in how we market to how we engage with customers, select/train our people, build digital experiences.

"At Holt Renfrew, we are always evolving our luxury experiences and this is a new and unique way for us to connect with our local communities."

### Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/A-9nAqYji5U>

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