

IN-STORE

Holt Renfrew asks customers to “give from the sole” during charity initiative

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Promotional image for Holt Renfrew The Shoebox Project event

By STAFF REPORTS

Canadian department store chain Holt Renfrew is hosting a nationwide charity shopping event in its shoe salons.

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On the evening of Oct. 1, Holt Renfrew will ask consumers to shop for a cause, with 10 percent of purchases being donated to The Shoebox Project for Shelters, a charity that looks to brighten the day of women in need by delivering “little luxuries” housed in a decorated shoebox. Retailers frequently take on the role of community caretaker, giving back to local charities when possible.

Retail therapy

The Shoebox Project was started in 2011 by four sisters-in-law. The nonprofit collects decorated shoeboxes filled with items that a woman would not splurge on herself when money is tight, such as cosmetics, sweets, scarves and gift cards.

Gift givers are also encouraged to write an inspirational message.

During its shopping event, in partnership with VitaminDaily.com, Holt Renfrew will give back 10 percent of all women’s shoe sales to the nonprofit, supported by Dream.

Consumers can also leave the shoebox from their new purchase behind, and Holt Renfrew will fill it up with goodies and donate it.

Events are being held at Holt Renfrew locations in Calgary, Edmonton, Montreal, Toronto, Sherway, Yorkdale and Vancouver.

These initiatives also provide a platform for store and shopper to come together in a way that transcends the purchase.

Department store chain Bloomingdale's recently pedaled toward a cure for AIDS with an in-store event and partnership with amfAR, The Foundation for AIDS Research.

From Aug. 27-30, consumers could go to their nearest Bloomingdale's location to participate in a virtual bicycle race, a metaphor for the medical race to end the epidemic through research funding. Bloomingdale's pledged \$75,000 toward the cause, but getting consumers actively involved in this initiative will help the fundraiser make more of an impact ([see story](#)).

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