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## Holt Renfrew prompts wishful thinking around the holidays

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*Holt Renfrew holiday display*

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By STAFF REPORTS

Canadian department store chain Holt Renfrew is asking its consumers to dream big this holiday season with a collective wishlist and contest.

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For #ChristmasImaginedByHolts, the retailer is asking consumers to share their desired item or experience via social media or an in-store entry, from which the wishes of seven lucky winners will be granted, whether a dream vacation or a coveted item from the store. This may help consumers of all ages feel like a kid again, letting their imaginations run wild and instilling a sense of hopefulness.

### Making a list

For this year's holiday season, Holt Renfrew is going larger than life. Store window displays depict giant Christmas crackers and human-sized decorations.

At the window unveiling Nov. 4, the store hosted a night of charity shopping at its stores across the country. During the event, 10 percent of sales were donated to the Children's Wish Foundation of Canada.



*Holiday display at Holt Renfrew*

The charity will also benefit from the sale of each of the six specially designed ornament styles created by Kurt Adler.

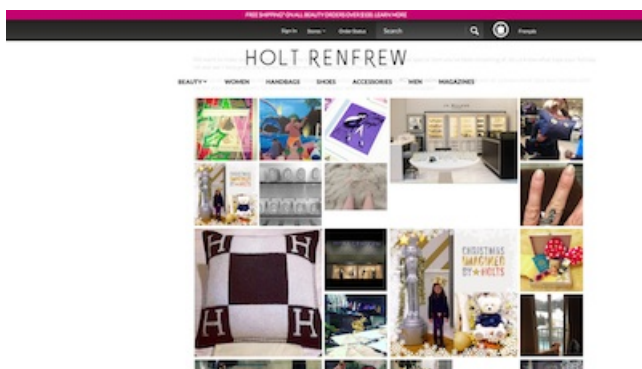
In-store events will also create a festive atmosphere, with sELFie photobooths to capture the moment, caricature artists drawing complimentary portraits and live piano players playing Christmas classics on the weekends.

An artist will also be in-store at select times to bring a toy soldier animation to life in front of consumers' eyes. Consumers will then be able to strike a pose with the soldier in the sELFie booth.

For those with a sweet tooth, a candy station will be doling out Hanukkah gelt and other treats. Consumers can also get in on the action with a DIY cracker workshop.

Up through Dec. 20, consumers are invited to show what they are wishing for via a Twitter or Instagram post tagged #ChristmasImaginedByHolts or an entry dropped in a cracker at one of its stores. Each Saturday, a winner will be selected from entries.

Consumers can view fellow wishers' entries via a hub of Holt Renfrew's Web site.



*Screenshot of #ChristmasImaginedByHolts page*

Other retailers have introduced wish list contests around the holidays to spur browsing.

Department store chain Barneys New York reached out to its aspirational followers with a Pinterest contest that gave consumers a chance to win a \$1,000 gift card.

Barneys asked fans to pin items on the Barneys Web site and enter the link to their board on its Facebook app for the contest called "Pin to Win." By using this multi-platform approach, Barneys was able to encourage engagement across all of its social media accounts and drive traffic to its ecommerce site ([see story](#)).

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