

ADVERTISING

Holt Renfrew springs into new season with consumer-centric campaign

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Image from Holt Renfrew's Spring. All together at Holts campaign

By STAFF REPORTS

Canadian department store chain Holt Renfrew is giving the spotlight to a cast of devoted shoppers to showcase the community that exists across its nationwide footprint.

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"Spring. All together at Holts" profiles 18 Holt Renfrew customers discussing the yearly transition into the warmer weather and their personal must-haves for the new season. Relationships are at the core of luxury retail, and Holt Renfrew's campaign offers a chance for the store to give back to loyal clients by celebrating them as individuals.

Community outreach

This marks the second season that Holt Renfrew has cast shoppers in its advertising.

Last fall, Holt Renfrew highlighted the diverse cast of characters in its network through a fall campaign aimed at fostering a sense of community.

"All Together at Holts" featured 14 of the store's customers and two sales associates from across Canada, who were 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 ([see story](#)).



Holt Renfrew's Spring. All together at Holts campaign

Among the 18 featured individuals in the retailer's spring campaign are the two winners of the social contest, Tina Dhillon and Kent Hadi. Appearing with them are professional basketball player Cory Joseph, musician Calvin Love and writer Shinan Govani, among others.

At the launch of the campaign Feb. 1, consumers could watch videos introducing Cory and Rudyard and Monique and Calvin. In these short films, the style-focused customers are paired up, giving them the opportunity to share their own fashion philosophy with their partner.

Spring. All. Together. at Holts

New profiles and behind-the-scenes footage will be added each week, giving consumers a reason to return to the campaign page.

In addition to online content, the advertising campaign will appear in national placements, in Holt Renfrew stores across Canada and in the retailer's spring magalog. In-store, the retailer will host a launch event and will set up an Instagram photo studio, where consumers can create and share a depiction of their ideal spring fashion to enter for a chance at a store gift card.

The campaign will be live through April 19.

"Since 1837, Holt Renfrew has been devoted to being Canada's destination for elevated style, fine craftsmanship and innovative experiences," said Alison Simpson, senior vice president of marketing and customer experience at Holt Renfrew, in a brand statement. "All together at Holts is about celebrating relationships and relationships have always been at the very core of our business.

"We're thrilled to once again turn the lens on our community and celebrate this group of inspiring ambassadors of Canadian style."

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