

RETAIL

Holt Renfrew teams with Kenzo for oceanic cause

May 20, 2016



Kenzo accessories to benefit Blue Marine Foundation

By STAFF REPORTS

Canadian department store chain Holt Renfrew is supporting ocean conservancy Blue Marine Foundation through the launch of a partnership with fashion label Kenzo.

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Beginning on World Ocean's Day on June 8, Holt Renfrew will be retailing an exclusive limited-edition capsule collection of accessories by Kenzo, with a portion of proceeds going to Blue Marine Foundation (BLUE) by Holt Renfrew. For conscientious consumers, this collection provides a way to give back through fashion.

Conservative party

This is an initiative developed by Kenzo alongside Holt Renfrew's H Project, which works to source products that are sustainable, are made using artisan techniques or that support causes.



Holt Renfrew's H Project sells collections that support artisans

Included in the collection are a metallic blue pouch and wallet, which retail for \$195 and \$130, respectively.

From each item sold at Holt Renfrew stores, the retailer's ecommerce site and Ogilvy in Montreal, \$25 will be donated to the cause.

"Creating positive change through our charitable collaborations is an important part of who we are as a retailer," says

Alexandra Weston, director, brand & creative strategy at Holt Renfrew, who leads H Project.

"We are thrilled that Kenzo has partnered with us to help raise funds for Blue Marine Foundation," she said.

"Protecting our oceans is a cause that is integral to our world's healthy future and one I am personally passionate about."

Kenzo has been a partner of Blue Marine Foundation since 2014, when it partnered with the conservation group on a charitable campaign.

Kenzo launched a Blue takeover of both its London flagship store and its Web site, as well as a capsule collection to benefit the organization designed by the label's creative directors Carol Lim and Humberto Leon. As consumers are more and more interested in ecological causes, seeing a fashion brand take initiative on an issue will have a positive impact ([see story](#)).

"When we heard that Holt Renfrew wanted to partner with KENZO on their charitable giving project for 2016 we jumped at the opportunity to introduce Canada to the work of the Blue Marine Foundation," said Ms. Lim and Mr. Leon in a brand statement. "We have been working with this incredible organization for over three years and are extremely proud to sponsor such a hardworking team of people.

"We love the ocean and in donating to Blue we are assisting global efforts to reduce overfishing and protect 72 percent of the earth's surface," they said. "For the project we decided to create an exclusive pouch and wallet with KENZO's flying logo in a specially conceived Blue Marine Blue. In buying this product we hope our Canadian friends will join our cause to help the plight currently affecting our oceans."

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