

RETAIL

Holt Renfrew puts focus on service for latest opening

July 29, 2016



Exterior of Holt Renfrew's store at Square One in Mississauga

By STAFF REPORTS

Canadian department store chain Holt Renfrew is furthering its retail footprint in the greater Toronto area with the opening of a new store at Square One in Mississauga.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The 130,000-square-foot location reflects the retailer's new flagship model, with large spaces dedicated to personal shopping and elevated services. Part of the company's \$300 million investment in growing its bricks-and-mortar presence, the new store officially opened on July 28.

Moving in

Designed by Janson Goldstein, the store exterior is meant to resemble a jewelry box. Inside, marble flooring and grey graphite walls create a modern look.

Holt Renfrew's Square One location features the second ever Holt Renfrew Men concept, which was originally launched in 2014 with a store at 100 Bloor Street West in Toronto. At the Mississauga store, Holt Renfrew Men has its own entrance, a dedicated personal shopping suite and touches that have the male consumer in mind, including special grey and silver packaging.



Holt Renfrew Square One store

Available for all shoppers is a master tailor, a shoeshine service, a concierge and valet parking. An in-house leather artisan will be on-hand to emboss items to add a personal touch or repair leather goods.

On the mezzanine level, more than 2,500-square-feet of space has been allocated for personal shopping. This store holds Holt Renfrew's second Apartment, which includes roomy personal shopping suites.

Carried in-store are brands such as Prada, Max Mara, Manolo Blahnik, Stuart Weitzman, Tiffany & Co., Gucci, Valentino and Jimmy Choo. To kick off the store opening, Holt Renfrew held a live streamed fashion show.

"As we prepare to celebrate our 180th anniversary next year, I am thrilled to welcome customers to a milestone moment in our history the unveiling of our new shop at Square One, a world class destination that reinforces Holt Renfrew's position as Canada's specialty luxury retailer," said Mark Derbyshire, president of Holt Renfrew in a statement.

"As part of our dynamic growth plan, including a \$300 million commitment to enhance and expand our network, Holt Renfrew Square One sets a new standard for luxury, while continuing to be Canada's leader in bringing bespoke services, elegant style and fine craftsmanship to customers," he said. "We are thrilled to be on the forefront of these exciting times."

As U.S. retail players extend north into Canada, expanding its own footprint may help Holt Renfrew retain leadership in its home country.

After opening two stores in Toronto, department store chain Saks Fifth Avenue unveiled plans to open its third Canadian store in Calgary, Alberta in January 2018.

Marking the retailer's entrance into western Canada, the new two-level store will be located in the CF Chinook Centre, a Cadillac Fairview property. Canada holds great potential for luxury brands, causing multi-brand retailers based in the United States to plan northward expansion ([see story](#)).

Similarly, Nordstrom is currently in a multi-year process of opening six Canadian locations ([see story](#)).