

RETAIL

## Holt Renfrew invests in renovations to cater to modern retail

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Rendering of Holt Renfrew Ogilvy exterior. Image credit: CNW Group/Holt, Renfrew & Limited

By STAFF REPORTS

Department store chain Holt Renfrew is aiming to build the world's leading collection of luxury apparel and beauty brands with an increased investment.

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The chain is putting \$400 million towards renovating its stores across Canada based on its Vancouver location updates. Expansions to the Montreal and Toronto stores are among the many improvements taking place across Canada.

"As the Canadian luxury retail landscape evolves, so too is Holt Renfrew," said Mario Grauso, president of Holt Renfrew, in a statement. "These investments will help us to enhance the first-rate, luxury shopping experience our customers expect from Holt Renfrew.

"We're securing our position as a top global destination for luxury fashion and beauty products," he said. "We're confident in our vision, strategy and team, with a renewed and unyielding focus on exclusive partnerships and curating the world's best luxury apparel and beauty brands."

Canadian investments

Holt Renfrew's location in Ogilvy in Montreal is set to open in 2020 after it is expanded to 250,000 square feet. The store, located on St. Catherine's street, will become the largest location for the department chain in Canada.

Jeffrey Hutchison & Associates is designing the new building in Montreal, which will include in-store shops from Gucci, Dior, Hermès, Louis Vuitton, Fendi, Tiffany & Co. and Prada, as well as a gourmet dining experience. Global architecture and design firm Gensler will design the store's new façade.

Holt Renfrew's flagship location in Toronto at 50 Bloor Street West will see a larger women's footwear department opening in the winter of this year, as well as expansions to its beauty and women's leather goods spaces.

Later on additions will be added to the store including a new Colette Grand Café opening in 2019 and a larger men's department.



*Holt Renfrew Yorkdale Beauty Hall. Image credit: CNW Group/Holt, Renfrew & Co., Limited*

Its Yorkdale location will see an additional 10,000 square feet added to the store with new personal shopping services and an expanded World of Gucci shop, among many other brand boutiques.

The department store chain also entered a culinary partnership to bring experiential dining into five of its locations across Canada.

Holt Renfrew worked with Chase Hospitality Group, an expert in the development and execution of dining establishments, to open Colette Grand Cafe. The five Colette Grand Cafes, a French-inspired eatery, will replace Holt Renfrew's Holts Cafe in Edmonton, Montreal, Vancouver and the retailer's two Toronto locations and are a part of the new renovations ([see story](#)).

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