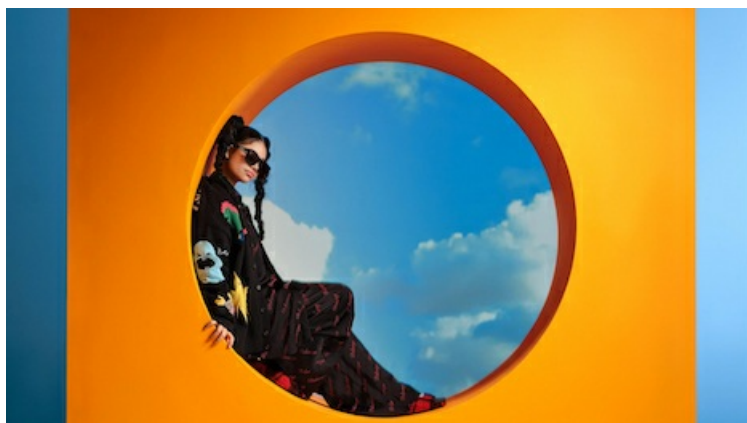


RETAIL

## Holt Renfrew celebrates spirit of summer through music

May 26, 2022



*Miko So? is one of the DJs featured. Image credit: Holt Renfrew*

By KATIE TAMOLA

Canadian department store chain Holt Renfrew is embracing the free, expressive spirit of summer with a new campaign.

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

"Summer in Motion" features several talented Canadian DJs, each fashioning high-end looks available at the department store. As the artists share their inspirations and styles, shoppers are motivated to contemplate their own approaches to self-expression and how looks from Holt Renfrew can help.

"This is a great campaign as it highlights DJs in Canada and lets them showcase their style with pieces that consumers can purchase at this iconic retailer," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "We also get a sense of how the cities that they live in or found their influence in Vancouver, Montreal and Toronto has shaped them.

"The clothing becomes an ongoing source of expression from the outfit changes to seeing them in their environment," she said. "As the camera pans to various items that they're wearing, it allows you to think about wearing apparel, shoes and other accessories to make your look your own."

Expression in music, fashion

"Summer in Motion" begins with a photoshoot of the different artists. Throughout the vignette, the artists are asked different questions about their field, as they pose and fashion disparate luxury looks.

The DJs interviewed are Bambii, Miko So?, Pierre Kwenders and Yu Su.

*Canadian DJs discuss their backgrounds, influences and more*

An initial question is posed: What made you want to become a DJ?

Miko So? is the first to elaborate on her background, explaining that when she was 9 years old, she received her first turntable. Images of her at the current photoshoot, fashioning a Givenchy barbed wire wool hoodie and Kara orb bucket hat are juxtaposed with photos of her as a child, DJing an event.

She explains how she loved playing with the buttons and choosing the music. She is also photographed in an oversized shirt and embroidered logo pajama pants from Balenciaga.

Next is Bambii, with her voiceover explaining that she began DJing eight years ago. As shots of the photoshoot are juxtaposed with shots of her working a gig, she explains how she fell into the role at a friend's bar.

Bambii fashions several looks throughout the shoot including a Dolce & Gabbana fine rib shell, Balenciaga logo biker shorts and Saint Laurent cat eye sunglasses.

Yu Su, photographed in Prada leather oxfords, then explains how she gravitated towards DJing, discussing how electronic music influenced her. As shots of her working come up on screen in the middle of poses at the current photoshoot, she discusses how good electronic music opened an entirely new world to her.

Pierre Kwenders, born Jos Louis Modabi, explained how his career as DJ started through his collective, Moonshine. To get Moonshine, which he has described as a collective/party in other interviews, thriving, he fell into the role and it came naturally to him.

His work clearly brings him joy as he joyfully smiles at the recollection. Some pieces he models include a Givenchy destroyed denim oversized overshirt and Gucci shield sunglasses.



*DJs Yu Su, Pierre Kwenders and Bambii discuss their work while displaying chic looks. Image credit: Holt Renfrew*

As the film continues, more questions are posed: How important is it to establish a vibe? How has your city influenced you as an artist? What was your first music purchase? What is the most exciting thing happening in club culture?

The artists describe the emotive nature of their work and how it is essentially their job to foster feelings among eventgoers. They also discuss their environmental influences and how entities like diversity and youth culture have furthered their work.

Like music, Holt Renfrew is helping consumers to tap fashion in feeling their freest and most expressive selves, for the summer season and beyond.

Holt Renfrew also posted a vertical dedicated to the DJs on its website, where consumers can shop looks from the photoshoot and the artists further explain their personal backgrounds. Additionally, the retailer has released a Summer in Motion playlist curated by every DJ featured.

Making music, encouraging individuality

Holt Renfrew continues cultivating its ethos of encouraging self-expression and artistic freedom through its recent collaborations.

In March, Holt Renfrew released its spring 2022 campaign starring Toronto-based singer, songwriter and poet Mustafa.

Inspired by optimism and the opportunities of tomorrow, the campaign features bright and colorful men's and womenswear as the retailer explores themes of hope and joy. Filmed in Toronto last fall, the campaign includes a short film and still imagery, as well as behind-the-scenes interviews with the Canadian singer ([see story](#)).

The department store chain also continues appealing to younger audiences by tapping ambassadors that are rising stars in both entertainment and sports.

Earlier this month, Holt Renfrew gave a National Basketball Association star a stage to create some memorable

looks in a new campaign.

As part of its "Uninterrupted" series, the retailer invited NBA Rookie of the Year Scottie Barnes to put together some outfits at its brick-and-mortar location in Toronto. The campaign features the Toronto Raptors star exploring his own fashion tastes, inspiring consumers to channel the store's ethos in making their own sartorial rules ([see story](#)).

"The ethos of Holt Renfrew is to offer the best in brands and to allow those demographics that shop there to see that their assortment is one that can truly pair well with the consumer's individuality," Ms. Smith said. "Regardless of your style or what you do, these items can be worn in a number of ways to transcend your personality through what you're wearing for a given occasion."

---

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.