

A Sustainably Forward Canadian Luxury Flagship – Holt Renfrew Ogilvy Dazzles

Montreal, March, 2021 –

Ogilvy, Holt Renfrew location: 251 Saint-Catherine Street W, Montreal, Quebec, Canada

Architect: Lemay

Design: Jeffrey Hutchinson & Associates & Lemay, Design Café Holt: L'atelier Laplace & Lemay

Construction timeline: 2017 – 2020

Store directory: <https://www.holtrenfrew.com/en/the-new-holt-renfrew-ogilvy>

Key Elements:

- The new flagship store is the largest Holt Renfrew store in Canada, occupying 6 floors. The expansion consolidated the existing Holt Renfrew on Sherbrooke Street W into the Ogilvy building (23,000-square-feet). The store is now home to over 99 luxury stores.
- It combines a modern aesthetic with key heritage elements, reminiscent of the store when it first opened in 1912. Holt Renfrew Ogilvy is one of four major west-end retailers in Montreal that still operates under its original name. It was rebranded to Holt Renfrew Ogilvy in 2019 and underwent a significant renovation and expansion that was completed in 2020.
- What followed was an extensive process to consolidate, upgrade and expand the elegant Ogilvy building.
- The building's renewed presence meets modern ecological standards through the use of sustainable materials such as reclaimed wood, LED lighting, recycled materials and finishes from renewable resources.
- Customers can also discover L'espace Holt – Holt Renfrew's exclusive pop-up show and incubator space, featuring curated collections and limited-edition products from local and international designers.
- The prestigious Café Holt is located on the 2nd floor of the building. Its inviting use of warm woods, brown carpeting and gold embellishments are reminiscent of the 1940s Hollywood Gatsby era. The café was designed by Parisian design firm, Laplace.
- The new store is directly connected to the prestigious Four Seasons hotel complex and private residences, located on De La Montagne.
- The project required in-depth coordination for the seamless integration of the Four Seasons Hotel and Residences, as many items are common to both buildings, despite being two separate real estate entities.
- Lemay and its collaborators' exceptional eye for detail is evident through all 6 floors from their hard shops (separate, self-contained mini boutiques), soft shops (which maintain the look of the surrounding store, except for each retailer's wall coverings, furniture and logos), fixture drops (with the retailer's own cabinetry and walls) and finally ribbon walls, that separate open spaces and showcase retailers' products.

Preserving heritage elements:

- Behind the scenes, extensive reconstruction and system upgrades were necessary including front revolving doors, octagonal columns, spiral staircase, elevators facades.
- The stone on the exterior of the building was reworked, in addition to the windows and mouldings being changed. Otherwise, the remainder of the building was kept in its original state.

Services:

- Valet parking lounge
- Guest services
- Click and collect services
- Luxury VIP apartment
- Personal shopping suite
- VIP lounge amenities
- Eat and drink

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Founded in Montreal in 1957 as an architectural practice, Lemay is a leading provider of integrated design services for the built environment. Our team of architects, designers, leaders and change-makers brings client aspirations to life through sensitively designed environments and genuine human connection.

Naturally curious and resourceful, our team activates and defines spaces through design innovation, while our unique Net Positive™ approach ensures our projects create sustainable value for users and communities. With a rich diversity of experiences and expertise, we believe in embracing constraints and uncovering opportunities to create better living environments.

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