

PRESS RELEASE

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690 SHERBOOKE STREET WEST
MONTREAL (QC) H3A 1E9
T. 514-861-6701 F. 514-861-9609
MUSEE-MCCORD.QC.CA/EN



MCCORD MUSEUM INHERITS OGILVY'S ICONIC HOLIDAY WINDOWS AS A LEGACY DONATION BY HOLT RENFREW OGILVY

Montreal, March 21, 2018 – McCord Museum announces today it is inheriting Ogilvy's iconic mechanical holiday windows, which have been donated by Holt Renfrew Ogilvy in order to protect, preserve and ensure the continuity of this magical Montreal tradition that has endured for over 70 years. The luxury retailer decided to bequeath these windows to a recognized organisation that has the necessary expertise to care for the prized artifacts for many years to come. The company has accompanied this legacy with a donation of \$50,000 to the McCord Museum Foundation. This financial contribution will help the museum maintain the mechanical windows.

"We are delighted that Holt Renfrew Ogilvy chose the McCord Museum for this important legacy", says Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum. "The Ogilvy storefront windows have been part of Montreal history since 1947. They are a source of wonder each year for thousands of Montreal families. We are happy to welcome them at our museum and we will ensure that this tradition lives on to everyone's delight", she adds.

Tailor-made by the German toy company Steiff, the animated mechanical windows offer two magical environments—*The Enchanted Village* and *The Mill in the Forest*—where charming little stuffed animals interact in an imaginary land. These windows are among the last of their kind in North America. Since 1947, they were presented to the public each year from mid-November to early January in La Maison Ogilvy's storefront windows located on Sainte-Catherine Street West.

"It's with great pride that we offer this donation to the McCord Museum, which will now serve as a permanent home for these holiday windows", stated Normand Ciarlo, Divisional Vice-President and General Manager at Holt Renfrew Ogilvy, Montreal. "McCord Museum was a natural choice of partner for us, as their mission is aligned with our goal of preserving and paying tribute to Montreal's unique history. Thanks to its conscientious restoration team, the McCord Museum will be able to revamp, restore and give these antique pieces a second life for the pleasure of all Montrealers and visitors to the city."

About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's social history, both past and present, as well as its people, artists and communities. It is home to one of the largest historical collections in North America, consisting of Indigenous objects, dress, fashion and textiles, photographs, decorative and visual art, and textual archives, totalling more than 1.5 million artefacts. With its contemporary perspective on history, the McCord Museum produces exciting exhibitions that captivate visitors from Montreal, Canada and beyond. It also offers educational and cultural activities, as well as innovative projects on the Internet. **McCord Museum: Our People, Our Stories.**



The Enchanted Village © Holt Renfrew Ogilvy



The Mill in the Forest © Holt Renfrew Ogilvy

About Holt Renfrew

Celebrating a 181-year heritage, Holt Renfrew is recognized worldwide for an inspired shopping experience. Founded in 1837 as a modest hat shop, Holt Renfrew would soon become a purveyor of fashion to Her Majesty Queen Victoria. In the 1930s, Holt Renfrew began to establish exclusive accounts with leading European designers, hosting Monsieur Christian Dior himself in 1947 as he launched his "New Look". After many years of foreign ownership Holt Renfrew was acquired in 1986 by W. Galen and the Hon. Hilary M. Weston. Under Weston ownership Holt Renfrew has become Canada's destination for luxury retail. Visit us at www.holtrenfrew.com.

About Ogilvy

Founded in 1866, La Maison OGILVY provides a unique shopping experience. The upscale department store houses numerous boutiques that feature some of the world's greatest fashion designers and an array of lifestyle and beauty brands. www.ogilvycanada.com

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Interviews possible with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, and Normand Ciarlo, Divisional Vice-President and General Manager of Holt Renfrew Ogilvy, Montreal.

Photographs available at <http://ow.ly/4i9Q30j1X9l>

Media contacts:

Nadia Martineau

Public relations Officer, McCord Museum
514-861-6701, extension 1239
nadia.martineau@mccord-stewart.ca

Donna Battista

Edelman
514-315-1986
donna.battista@edelman.com

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OGILVY