



## LORD & TAYLOR UNVEILED ITS ANNUAL HOLIDAY WINDOWS LAST NIGHT

*With A Performance By Fifth Harmony*

FOR IMMEDIATE RELEASE

Press Contact:  
Hayley King  
[Hayley@lividini.com](mailto:Hayley@lividini.com)  
212.252.8881

**New York, NY, November 14, 2013** - Lord & Taylor unveiled its annual world-famous holiday windows last night, with America's first teen girl group Fifth Harmony performing on Fifth Avenue at the retailer's flagship store.

"The annual holiday windows are our gift to New York City and I'm thrilled to share this special time of year with our customers" said Liz Rodbell, incoming President of Hudson's Bay Company Department Store Group, parent company of Lord & Taylor. "Next year marks the 100<sup>th</sup> anniversary of our iconic Fifth Avenue building and as a New York City landmark, it's fitting that this year's holiday windows celebrate the city."

Fifth Harmony joined the retailer in unveiling the windows and performed two traditional holiday songs as well as two songs from their recently released EP, *Better Together*. The talented group of women were assembled by television producer and music industry executive Simon Cowell, and have quickly become one of the most-talked about acts in pop music. Following their performance, Fifth Harmony made an in-store appearance, where they took photos with customers and handed out signed copies of their new EP.

Lord & Taylor's hundred-year-old iconic building and annual holiday windows have acted as host in the creation of many memorable family traditions. This year, the windows are inspired by vintage New York City, capturing the city's history of tradition and heritage. The story begins with all of the excitement surrounding the holidays, from the celebratory preparations to the festive décor, including a scene from Lord & Taylor of customers shopping for gifts and getting ready for their holiday parties. Within the animated scene of the store, the classic, holiday shopping experience is brought to life, with aisles gleaming in enchanting ornamentation and an abundance of holiday gifts overflowing from the shelves. As you travel through the magically decorated store to the main floor, you will find Santa Claus interacting with children and families as they share their holiday wish lists. Men and women are fitted in their new holiday attire just in time to celebrate what was once a Lord & Taylor tradition of a leisurely afternoon lunch or teatime in the store's famous restaurant. Following lunch, the shoppers then head to the opera or theatre to be regaled by the arts. The final window concludes the story with a couple celebrating a holiday evening together, exchanging gifts, and sharing a good night kiss after putting the children to bed.

Throughout the day on Wednesday, November 13<sup>th</sup>, the Fifth Avenue store hosted "Charity Day" to benefit God's Love We Deliver®. Customers who made a \$5 dollar donation to the charity received exclusive savings on almost everything, including cosmetics.

—more—



### **Interesting Facts About the Holiday Windows**

- Next year marks the 100<sup>th</sup> anniversary of Lord and Taylor's iconic Fifth Avenue building.
- During the holidays, over 250,000 people pass by the Lord & Taylor windows daily and between Thanksgiving and Christmas, over 8 million customers will visit the store.
- The windows are created by a team of over 50 people over the course of nine months.
- The window sets weigh up to 2,000 pounds and are the only department store windows on hydraulics.
- The windows are created in a workshop underneath the Fifth Avenue sidewalk and are then moved onto street level.

### **About Lord & Taylor**

Lord & Taylor is an upscale specialty department store that has built a reputation for attentive customer service and high-quality merchandise focused on apparel and accessories. Founded in 1826, Lord & Taylor is America's oldest department store and one of America's premier retailers. Today, Lord & Taylor operates 49 full-line stores in ten states and the District of Columbia, four Lord & Taylor outlet stores and [lordandtaylor.com](http://lordandtaylor.com), the company's online store.

#LTHolidays

<http://www.lordandtaylor.com>

<http://www.lt-insider.com>

<http://www.facebook.com/lordandtaylor>

<http://www.twitter.com/lordandtaylor>

### **About God's Love, We Deliver®**

God's Love We Deliver® is the New York metropolitan area's leading provider of life-sustaining meals and nutrition counseling for people living with severe illnesses. Begun as an HIV/AIDS service organization, today God's Love provides for people living with more than 200 individual diagnoses. God's Love cooks and home delivers the specific, nutritious meals a client's severe illness and treatment so urgently require. Meals are individually tailored for each client by one of our Registered Dietitians, and all clients have access to unlimited nutrition counseling. God's Love supports families by providing meals for the children and senior caregivers of its clients. All of the agency's services are provided free of charge, and in its history of more than 28 years, God's Love We Deliver® has never had a waiting list. For more information, visit [godslovewedeliver.org](http://godslovewedeliver.org).

### **About Hudson's Bay Company**

Hudson's Bay Company (HBC), founded in 1670, is North America's longest continually operated company. Today, HBC offers customers an unparalleled range of retailing categories and shopping experiences internationally. In Canada, HBC operates Hudson's Bay, Canada's largest department store with 90 locations as well as [thebay.com](http://thebay.com), unsurpassed in its fashion, beauty, home and accessory designers and brands. HBC also operates Home Outfitters, Canada's largest home specialty superstore with 69 locations across the country.

In the United States, HBC operates Saks Fifth Avenue, one of the world's pre-eminent specialty retailers, renowned for its superlative designer collections and first-rate fashion expertise. Saks Fifth Avenue comprises 41 full-line stores in 22 states, five international licensed stores, [saks.com](http://saks.com), 72 Saks Fifth Avenue OFF 5TH stores and [saksoff5th.com](http://saksoff5th.com). HBC also operates Lord & Taylor, a leading department store chain with 49 full-line store locations throughout the northeastern United States and in two major cities in the Midwest, and [lordandtaylor.com](http://lordandtaylor.com). Hudson's Bay Company banners provide stylish, quality merchandise with a dedicated focus on service excellence. Hudson's Bay Company trades on the Toronto Stock Exchange under the symbol "HBC".

###