

TORONTO, Feb. 8, 2014 /CNW/ - Canada's red and white will be prominently showcased when Canadian athletes step onto the podium at the Sochi 2014 Olympic Winter Games.

Created by Hudson's Bay exclusively for the Sochi 2014 Canadian Olympic Team, the red, white and black Podium Jacket is bold and features a strong, distinctive colour block design and CANADA wordmark. The jacket is paired with black bottoms on both men and women, as well as a toque and gloves that feature a red and white stripe design that pop against the black.

"Winning an Olympic medal and standing on the podium representing Canada is a moment that will forever be remembered by our athletes," says

Hilary Kelly

, VP of Design, Creative Director,
Hudson's

Bay Company. "The special, exclusive podium jacket was designed to help them celebrate their Olympic dream with the world."

Canadian fans looking to get into the spirit can sport a medal-winning look with Hudson's Bay Softshell Colourblock Jacket, available for both men and women for \$125

. A classic sport favourite, the jacket features a hood and is weather resistant and warm. A key piece showcasing the strong colour block trend, the jacket's red, white and black proudly features the bold

CANADA

wordmark across the chest.

The Softshell Jacket is available at Hudson's Bay as part of the 2014 Canadian Olympic Team Replica Apparel available for purchase at all Hudson's

Bay stores and online at Thebay.com. The Sochi 2014 Canadian Olympic team consists of 221 athletes and 85 coaches. Team members will each receive 39 items as a part of their uniform including jackets, pants, leisurewear and accessories.

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 full-line locations and one outlet store as well as

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

, 72 Saks Fifth Avenue OFF 5TH stores and [s](http://saks.com)

aksoff5th.com

. HBC also operates Lord & Taylor, a leading department store chain with 49 full-line store locations throughout the northeastern

United States

, in two major cities in the Midwest and in

Boca Raton, Florida

, four Lord & Taylor outlet locations and

lordandtaylor.com

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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".

About the Canadian Olympic Committee

The Canadian Olympic Committee is a national, private, not-for-profit organization committed to sport excellence. It is responsible for all aspects of Canada's involvement in the Olympic movement, including Canada's participation in the Olympic, Youth Olympic and Pan American Games and a wide variety of programs that promote the Olympic movement in Canada through cultural and educational means. For news and information, visit the COC website at www.olympic.ca and find the team on both Facebook (Canadian Olympic Team) and Twitter (@CDNOlympicTeam).

SOURCE Hudson's Bay Company

Image with caption: "Canadian Olympic Team Athletes Stand Proud in Exclusive Podium Jacket Created by Hudson's Bay (CNW Group/Hudson's Bay Company)". Image available at: http://photos.newswire.ca/images/download/20140208_C8700_PHOTO_EN_36456.jpg