

IN-STORE

## Harrods crafts bespoke experiences for consumers with month-long series

July 18, 2014



*London department store Harrods*

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By SARAH JONES

British department store Harrods is bringing together a number of brands across categories for a bespoke event series.

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**Luxury Daily**

"Made With Love," which kicked off July 17, is the first storewide bespoke campaign from the retailer. Giving access to specialized services will make consumers feel special, and reinforce the quality of the brands under Harrods' roof.

"By doing a bespoke effort across the store with the luxury brands Harrods establishes its position as the go to retailer for exclusive and bespoke luxury goods," said Marie Driscoll, CEO and chief consultant of Driscoll Advisors, New York. "A piecemeal effort wouldn't be as exciting."

Ms. Driscoll is not affiliated with Harrods but agreed to comment as an industry expert.

**Harrods** did not respond by press deadline.

Collective effort

The Made With Love celebration includes a takeover of the store windows on Brompton

Avenue and the launch of a number of accessory and home furnishing brands within Harrods.

Mulberry will be offering complimentary monogramming for consumers that purchase a handbag or accessory from the label.

To commemorate its part in the series, Mulberry decorated one of Harrods' windows. Cartoon woodland creatures drawn by British artist Harry Malt sit between the label's workshop in Britain and London, with handwritten words telling consumers that its products are "Made with love in England."



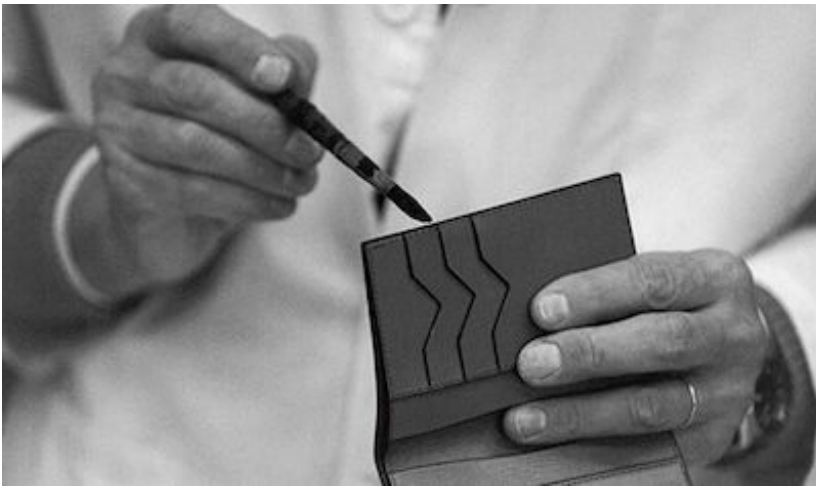
*Mulberry window at Harrods*

From July 24-27, Gucci will be offering free embossing for Gucci leather goods purchased that day or previously.

Anya Hindmarch will be setting up a personalization service for its jewelry boxes starting July 21.

Handbag designer Ethan K will host his world-first pop-up in Harrods from July 18. The edit will include exclusives and consumers can have the brand's minaudières and day bags personalized.

Men's shoe brand Harrys of London is allowing consumers to pick out an individualized shade of leather from July 29 to Aug. 4. Also in the men's department, Valextra will be embossing purchases of leather goods from Aug. 1-3.



*Promotional image for Valextra's Made With Love services*

On Aug. 14-15, Holland & Holland is celebrating its heritage as a falconry accessories maker with a live falcon demonstration on the fifth floor of Harrods. Consumers can also have a bespoke falcon hood made, choosing from a number of colors and an array of beads and feathers to customize it.

Linen brand Yves Delorme will have an artist giving workshops on making paper flowers on Aug. 16. Customers who spend at least \$855 can have their sheets personalized for free.



*Paper flowers*

From July 17 to August 17, La Perla will make made-to-measure lingerie. Consumers can make it their own with hand sewn floral embroidery, gold thread monogramming and 18-karat gold shoulder strap decorations.

In a Facebook post, Harrods introduced the series, telling consumers to post to Twitter and Instagram with the hashtag #MadeWithLove. Since this is not brand-specific, a number of posts unrelated to Harrods appear under the tag.

We are delighted to present... Made With Love. A series of exclusive product and bespoke activities starting in-store today, celebrating the luxury craftsmanship. You will be able to indulge in an array of one-of-a-kind activities from some... [See More](#)



*Facebook post from Harrods*

### Tailoring the shopping experience

Harrods has previously shown a dedication to providing consumers with bespoke services.

The department store hosted a made-to-measure event over a weekend that brought together tailors from 13 menswear labels.

Consumers could schedule a one-on-one appointment with one of the tailors from brands including Tom Ford, Ermenegildo Zegna, Gucci, Brioni and Canali. Harrods as a retailer had the opportunity to offer a range of brands, making this event stand out in the made-to-measure landscape ([see story](#)).

Harrods also aimed to elevate itself as the destination for skincare with a series of events dedicated to the scientific breakthroughs in the category.

The retailer's Skinovation series featured both workshops and masterclasses, as well as one-on-one consultations with representatives for high-end skincare brands, including La Prairie and Kiehl's. By hosting this event, Harrods was able to give affluent consumers face time with experts in the skincare industry, beginning relationships that may grow as they return for product refills ([see story](#)).

Similarly, this may make instill loyalty for Harrods' accessory and housewares departments.

"I think the response from customers will be a plus," Ms. Driscoll said. "It should drive store traffic and increase sales.

"The brands will deepen their relationship with this clientele," she said.

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/lQw71sZfD14](https://www.youtube.com/embed/lQw71sZfD14)

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