

IN-STORE

Peninsula Hotels looks to Harrods to boost Paris property profile

September 4, 2014



Peninsula Paris promotional image

By JOE MCCARTHY

The Peninsula Hotels is setting up a window display for its Parisian property in London department store Harrods through Oct. 7 to pique the interest of the city's affluent citizens and tourists.

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Luxury Daily

Although The Peninsula Paris is obviously not in London, the window display will be seen by many consumers who regularly visit France and other European cities. Plus, the Paris property is Peninsula's first foray into Europe, which affords many consumers the chance to experience the brand for the first time.

"We wanted to introduce the artisanship and glamour of the newly opened Peninsula Paris in an innovative and engaging way," said Robert Cheng, vice president of marketing at The Peninsula Hotels, New York. "The 'Dancing Leaves' which are part of the installation are a hand-made replica of the crystal leaves of the Lobby and a core motif throughout the hotel. We hope that they give a hint of the wonders that will await guests in Paris.

"As The Peninsula Paris represents our group's first hotel in Europe, we wanted to ensure

that the brand's presence is reinforced throughout the continent," he said.

"London being the next European destination where we are planning a hotel (having entered into an agreement with Grosvenor to develop a site on Hyde Park Corner) was the perfect location, and Harrods, with its long history, high visibility and unique positioning, was the perfect partner for us."

Cityspeak

The Peninsula Paris opened Aug. 1 to much fanfare. The brand has cast the property as a historic milestone, and the layout of the hotel seems worthy of such a title. ([see story](#)).

Interest was generated through multiple channels and the brand even launched its updated Web site with a Peninsula Paris incentive ([see story](#)).

Situated in the luxury capital of Paris, the hotel has also highlighted the abundant shopping opportunities available, which is one reason why Peninsula designed a window display for Harrods, the premiere shopping destination in Britain, and most of Europe.

Harrods draws consumers from all over the world, many of which also traverse Parisian streets. By setting up a display here, the hotel intends to plant a seed in the minds of consumers walking by, and enhance brand recognition.



The Peninsula Paris window at Harrods

The display features a night shot of the Paris hotel and 200 crystal leaves, miniature versions of the hotel lobby's "Dancing Leaves" installation.



Peninsula display at Harrods

Six digital windows will showcase additional images of the property and four giant screens at entrances and escalators inside the retailer will display similar images.

"With London to Paris being such an easy rail commute today, it makes great sense for Peninsula Hotels to further promote the new Paris property to the guests of Harrods," said **Damon Banks**, freelance journalist and media consultant, New York.

"Harrods is a prime shopping destination in London and many of the London shoppers will also be planning a weekend getaway to Paris to shop and dine their way through the city," he said.

"The Peninsula Paris makes a perfect hotel option for these affluent travelers."

Common partner

Other hotel brands have looked to the wealthy and globally-minded consumers at Harrods to boost traffic.

For instance, Mandarin Oriental, London partnered with the retailer for the second year in 2013 to bring holiday cheer to families during the winter through exclusive experiences.

Guests vacationing with children during the holiday season were encouraged to book the Mandarin Oriental's Candlelit Christmas with Harrods offer. The holiday season initiative likely appealed to travelers with smaller children who are on the lookout for Christmas activities ([see story](#)).

Brands from many other categories seek out the spotlight in Harrods, as well.

The retailer is currently underscoring the prestige of its Fine Watch Room with a series of branded events through the month of September.

During the course of the month, Italian watchmaker Officine Panerai and Swiss watchmaker Baume & Mercier will display timepieces that will help establish Harrods' Fine Watch Room as a horology destination. The separate events, which celebrate the heritage of Panerai and a collection launch for Baume & Mercier, will likely increase traffic and attention to the retailer's watch offerings ([see story](#)).

Final Take

Joe McCarthy, staff writer on Luxury Daily, New York

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