

IN-STORE

Harrods updates windows for Shoe Heaven

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Harrods' Silver Lining windows

By STAFF REPORTS

British department store Harrods is boosting the brands featured in its Shoe Heaven with dreamy window displays.

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The window displays show mannequins in showgirl poses and other arrangements cloaked in smoke and wearing silver shoes designed exclusively for Harrods. By keeping the visuals muted and to a minimum, "The Silver Linings" windows guide the viewer's straight to the shoes.

Drifting off

Brands featured in the "Silver Linings" window displays include Chanel, Prada, Christian Louboutin, Dior, Gucci, Roger Vivier, Valentino, Givenchy, Jimmy Choo, Burberry and Louis Vuitton.

The mannequins all have tight black bobs, heavy black mascara over closed eyes and light blue night gowns.



Chanel's Silver Linings window

The Chanel windows show the mannequins sitting playfully on ladders, and Gucci's mannequins sit engaged on swings.



Gucci's Silver Linings window at Harrods

Prada's windows have the mannequins holding shoes like servers, and Valentino's mannequins lift their arms in unison.



Valentino's Silver Linings window at Harrods

Harrods has used other means to boost traffic to its recently launched Shoe Heaven department.

For instance, Harrods got shoe fanatics to engage with its recently expanded footwear sales floor with a heel-themed digital game.

Stiletto Wars is accessible in the September issue of Harrods' magazine application, as well as in a window display at the retailer's London store. Providing an entertaining way to interact with products allows brands to engage consumers on an ongoing basis via their mobile devices, as well as providing an active way for aspirational consumers to get involved ([see story](#)).

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