

IN-STORE

Lane Crawford welcomes Fortnum & Mason into Hong Kong stores

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Lane Crawford Hong Kong

By NANCY BUCKLEY

Chinese department store Lane Crawford is giving British retailer Fortnum & Mason the opportunity to transition into the market and spread awareness among global travelers.

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Lane Crawford will expand its lifestyle selections with foods, beverages and gifts from Fortnum & Mason. The collaboration of two well known department stores is uncommon and speaks to Fortnum's desire to gain awareness in China.

"Lane Crawford is an upmarket retailer synonymous with luxury and exclusivity," said Laura Sossong, consultant at [Boston Retail Partners](#), Los Angeles. "Their introduction of Fortnum & Mason's specialty products will help the latter establish the same symbolic, prestige identity it has secured in the United Kingdom in Asian markets."

"Department stores allow brands to achieve rapid recognition and widespread exposure within a relatively short period of time," she said. "Immersion into a mass market department store environment gives brands like Fortnum & Mason an unparalleled opportunity to quickly gain widespread brand recognition in new market segments."

Ms. Sossong is not affiliated with Lane Crawford or Fortnum & Mason, but agreed to

comment as an industry expert.

Lane Crawford and Fortnum & Mason were unable to comment directly.

Hong Kong hampers

On Oct. 27, 65 products from Fortnum & Mason will enter Lane Crawford Hong Kong. These products will include bespoke hampers made for Lane Crawford, tea, chocolate, confectionary, biscuits, fine china and tea gifts.

The tea selections will come in both loose leaf and tea-bag variations. The options will include Famous Tea, Green Tea, Classic World Tea and Herbal & Fruit Infusions.



Fortnum & Mason gift basket

Fortnum & Mason's hampers will be created with a Lane Crawford style. There will be four hampers available, The Tea Hamper, The Champagne and Chocolates Gift Box, The Superb Selection and The Luxury Hamper.

In a branded statement Andrew Keith, the president at Lane Crawford, Hong Kong said "Fortnum & Mason is recognized globally for its signature offering of high quality food, beverages, and gifts. It's impeccable service and its rich heritage make Fortnum & Mason strongly attuned to Lane Crawford, and we are very excited to bring this luxury experience to our customers in Hong Kong."



Fortnum & Mason Hamper

Around the Christmas season, Lane Crawford is planning to replicate the Fortnum & Mason London Piccadilly flagship store with pop-up spaces full of holiday decorations.

In addition to being in Hong Kong stores, Fortnum & Mason products will also be available online with complimentary shipping and same-day delivery options.

China presence

Hong Kong is seeing a rise in ecommerce trends due to low government restrictions and because the city's consumers are becoming more familiar with Western brands through travel, according to a report by Borderfree.

The Hong Konger is typically well educated and fluent in both Cantonese and English, and with Google and Facebook as the top search engine and social media platform within the region, luxury brands can easily enter the country through already familiar online tactics. Borderfree's "Hong Kong Country Report" highlights digital trends in Hong Kong and offers insights for luxury marketers trying to reach the Chinese consumer through Hong Kong ([see story](#)).

Fortnum & Mason's online presences in Hong Kong through the Lane Crawford site will provide the department store an array of previously established Lane Crawford ecommerce consumers, making the transition to Hong Kong easier for the British retailer.

British luxury brands have been trying to make their way into China.

Fortnum & Mason and Selfridges are among the retailers and brands who participated in the "London Luxury. By Appointment" event.

Organized by the London Luxury Quarter, VisitBritain and British Airways, the event

brought together brands and ultra-high-net-worth individuals in Shanghai and Chengdu to make one-on-one connections with Chinese consumers in their home country. Wealthy Chinese consumers are important to British luxury brands, and forging this relationship in China will help make them more likely to shop with the participants when visiting London ([see story](#)).

Entering into China can be a daunting task for brands, but by entering through Hong Kong, brands can more readily transfer into the Chinese market.

"Hong Kong is a lifestyle mecca, offering shoppers an array of upscale, high fashion, and unique offerings," Ms. Sossong said. "The classic heritage sensibility of Fortnum & Mason products will stand out as extremely distinct in Hong Kong's ultramodern, fast fashion retail environment, increasing brand awareness and inspiring novelty purchases."

Final Take

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