

IN-STORE

Harrods builds foundation for 2015 resolutions with wellness takeover

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Harrods' Happy New You for 2015

By JEN KING

British department store Harrods is assisting its consumers in keeping their New Year's resolutions through a series of beauty and health programs.

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Luxury Daily

For the first time, beauty brands have taken over Harrods' Brompton Road window panes as an accompaniment to the retailer's "Happy New You" in-store program. The 23 participating beauty brands have each adopted a sport and use a signature product as the focal point for the window's design to attract passersby into Harrods' Beauty Halls.

"It is significant not only because this is the first time beauty has taken over the Brompton Road windows, but also because we felt it was important to make a positive and self-affirming statement on behalf of our customers, in January," said Mia Collins, [Harrods'](#) head of beauty, London.

New year, new you

For the windows, beauty brand La Prairie created a snowy mountain with miniature skiers while Harrods-exclusive SK-II presented sculptures practicing t'ai chi under an oversized cherry blossom tree.

Connecting Harrods' street facing windows to events happening within the department store will show cohesion among the retailer's happenings. Also, the attractive beauty- and wellness-theme is likely to notify consumers that Harrods carries products that can aid in keeping their resolutions throughout the year.



SK-II window for Harrods' Happy New Year, photo by Austin Hutton

Within Harrods, consumers are invited to attend master classes held throughout the Beauty Halls Jan. 21-25. Consumers can visit Sensai for an Extra Intensive Saho Facial experience and preview the brand's CP Extra Intensive range or drop by Dolce & Gabbana's counter where the brand will be hosting private consultations with facilitist Theresa Horgen.

In the Cosmetics Hall, exclusive products will be available. These items include Givenchy's Doctor White range, Guerlain's Blanc de Perle line and Lancôme's Absolue L'Extrait Photophore. For men, Crème de la Mer will offer prescriptive lifestyle consultations in The Refinery on the lower ground floor of Harrods.



Portion of Lancôme's Happy New Year window at Harrods

To assist consumers in upping their fitness routines, each day from Jan. 19-23 Harrods plans for a different sportswear brand to host a fitness class on the fifth floor, which will

be followed by demonstrations. During the classes, fitness experts will be on hand to offer tips and advice to consumers looking to shape up in the new year.

During the week Glofaster will teach a spin class, Technogym will give a lesson on the use of its resistance bands, dumbbells and weights, Lucas Hugh is guiding a ballet-inspired barre class and Striders Edge and Sweaty Betty will host yoga sessions.

Harrods has also extended its wellness initiative for the new year to its Food Halls. Consumers will be able to sample Harrods' beverage brands, such as the award-winning SaVse fruit and vegetable smoothies and the retailer's latest, Harrods' Green Juice, freshly made from apples, green grapes, cucumber, Swiss chard and ginger.



Harrods' Green Juice

Also, on the second floor's Cookshop, consumers can attend healthy-eating and juicing demonstrations led by Vitamix, Sage, Kuvings and Wusthof. Additionally, Harrods' Technology section will be providing health checks to showcase the latest in wearable fitness tech.

The full list of masterclasses, both for fitness and skin care, can be found [here](#).

Inspire and influence

Harrods often invites consumers to its Beauty Halls to dole out style and trend advice and influence personal care regimens.

For example, Harrods introduced its Beauty School program with the help of makeup artists from leading brands such as Chanel and Burberry.

The event series offered consumers once-in-a-lifetime opportunities to partake in one-on-one workshops Sept. 5-20 in Harrods' The Color Hall. While attending the workshop,

consumers had the opportunity to forge a relationship with the brand on a personal level ([see story](#)).

Harrods is not alone in aiming to motivate consumers to maintain their New Year's solutions through beauty, fitness and nutritional prompts.

As consumers looked to reinvent themselves through New Year's resolutions, luxury brands placed themselves in the center of their search.

Whether consumers were seeking sartorial help or healthy tips, luxury brands attempted to be the solution to their problem with recipes, product ideas and advice. Connecting with consumers over personal goals will allow brands to show a more human side, and get noticed by both followers and the media ([see story](#)).

Leading with skincare products for Happy New You will help determined consumers create a foundation for their resolutions, especially if they did not know where to begin.

"Beauty, particularly skin care can often be an overwhelming environment for consumers," Ms. Collins said. "The Harrods motto is Omnia Omnibus Ubique and we wanted to bring this to life through our Brompton Road windows, with a specific skincare focus.

"The Happy New You campaign and its visibility in the Brompton Road windows demonstrates that Harrods is home to not only the world's most famous beauty brands like Lancôme and Estee Lauder, but also those that are lesser known like Suqqu and Erno Laszlo," she said. "We genuinely have something for everyone: from the most sophisticated and well-versed skin care connoisseur to the person who wants to simply know where to start.

"It was important that we reinforced that message and do so in a fun and accessible way and in turn open Harrods Beauty to the widest possible audience."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/N1t5q1qGBbM](https://www.youtube.com/embed/N1t5q1qGBbM)

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