

EVENTS/CAUSES

Harrods looks to foodies with new window display

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Harrods

By STAFF REPORTS

British retailer Harrods will host the store's Food Halls in the Hans Crescent windows for the first time.

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For a little over a month the windows will highlight food and beverage brands at Harrods that will coincide with culinary tastings in the Food Halls during the period. Enticing those passing by with food options will likely draw intrigued consumers inside.

Edible windows

Brands such as Lauren-Perrier, Caviar House & Prunier, Roberto Cavalli Chocolates and Moyses Stevens flowers will be showcased in the window display.

From Feb. 21 until March 27 the windows will feature oversized displays of exotic creatures in nature alongside the food. For instance, the windows will have things such as a giraffe eating chocolate or an octopus drinking Champagne.

Having different and eye catching window displays is an easy way for stores to spark interest among the public.



Harrods' windows

For instance, Italian fashion label Dolce & Gabbana is featuring an unconventional character in its spring windows.

The brand's Corso Venezia boutique in Milan will host a tribute to the Yeti, which the label announced in a whimsical social video. Veering from the typical themes of florals and sunshine for spring will likely help Dolce & Gabbana stand out ([see story](#)).

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