

IN-STORE

## Harrods continues Chelsea Flower Show program in-store for May

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*Harrods' Pop-up Flowers*

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By STAFF REPORTS

British retailer Harrods is bringing its involvement in the RHS Chelsea Flower Show in-stores through a host of initiatives throughout May.

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For the first time in the retailer's history it will have a concept garden at the annual flower show May 19-23 that uses the art of perfume as a main theme ([see story](#)). To celebrate the retailer's first, along with the gardens and the start of summer, Harrods has developed a storewide campaign called "Pop-up Flowers."

### In-store blossoms

Harrods' Pop-up Flowers campaign will run through May and will showcase brands from departments such as beauty, home, food and fashion. The brands will display floral offerings and present floral fragrances, master classes and visuals.

The windows on Brompton Road will also be taken over by beauty brands during the month where they will create imaginative displays based on their best-known floral scents. The 22 participating brands include Dior, Viktor & Rolf, La Prairie, Prada, Aerin, Penhaligon's, Chantecaille, Versace and Valentino.



### *Rendering of Harrods' Fragrance Garden for the Chelsea Flower Show*

Illustrator Jessica May Underwood's work will be incorporated throughout the windows created by the brands.

The initiative will also place white peonies and roses at the Brompton Road entrance while the scent of Easter lilies will permeate the store. In total, 2,000 flowers and 40 liters of fragrance will be used for Pop-up Flowers.

To this effect, brands including Guerlain and Tom Ford have created bespoke displays in-store with the theme of Pop-up Flowers exclusively for Harrods.

Additional events include a wild strawberry tart tasting hosted by Wedgwood served on the brand's Wild Strawberry collection, exclusive to Harrods, a floral-themed afternoon tea including hibiscus and lavender brews as well as a flowerful dinner menu at the newly opened Chia Wu restaurant. For children, Harrods will have a floral head band workshop and Chelsea Flower Show-themed nail art in the children's wear section.

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