

IN-STORE

London retailers create floral fairy tale for Chelsea in Bloom

May 18, 2015



Photo from Brora teasing its Chelsea in Bloom windows

By SARAH JONES

While the Royal Horticultural Society's Chelsea Flower Show is taking place, retailers in London's Cadogan Estate will also be attracting attention through the 10th annual Chelsea in Bloom initiative.

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This year, 40 storefronts on Sloane Square, Sloane Street and Duke of York Square, including Fendi and Smythson, will be transformed with fairy tale-worthy floral displays from May 18-23. Coming together for a major event can help retailers boost foot traffic, while engaging consumers beyond their in-store environment.

"The Chelsea Flower Show is such a wonderful, unique event, and Cadogan introduced 'Chelsea in Bloom' a decade ago now to ensure its uplifting spirit extended throughout the neighborhood," said Hugh Seaborn, CEO of [Cadogan Estates](#), London.

"It's a time of year I really look forward to, as our shops, restaurants and hotels put on a spectacular show for those visiting from around the world, as well as celebrating with our local community in this very special part of London," he said. "It marks the start of summer in our Royal borough."

Coming up roses

Chelsea in Bloom selected a fairy-tale theme for this year's event.



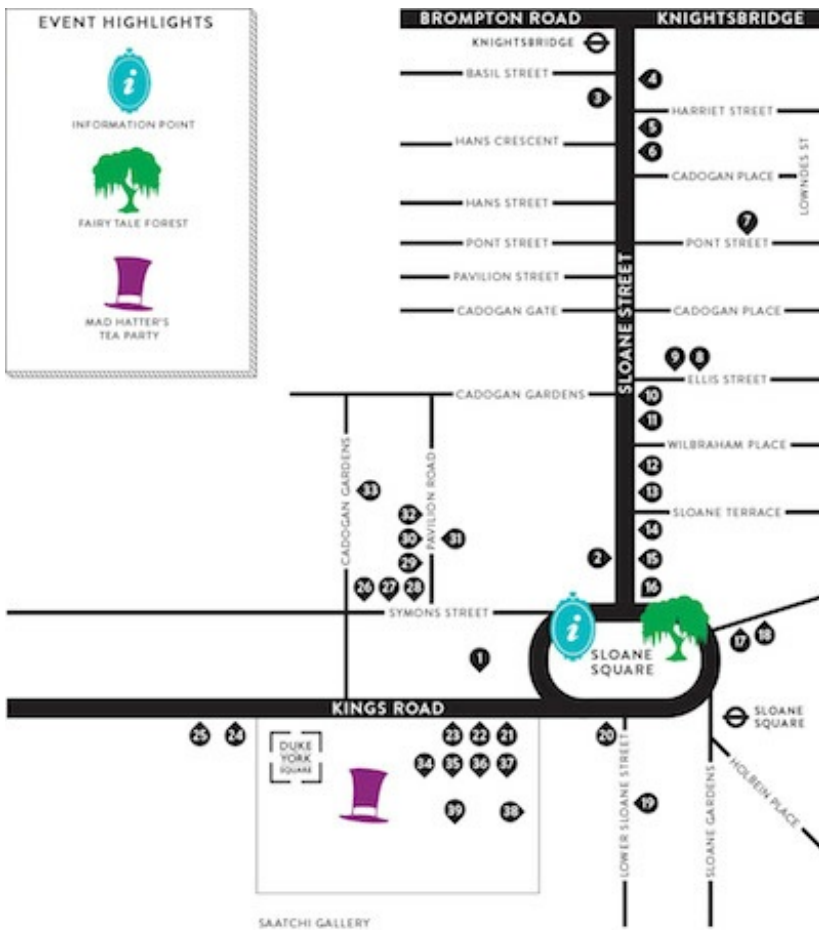
Logo for Chelsea in Bloom 2015

Sloane Square will be turned into a fairy-tale forest installation, which will include an information checkpoint so consumers can see the various events happening and book a complimentary rickshaw ride to check out the displays. This space will also have a pop-up Champagne bar courtesy of The Botanist.

Continuing the theme, Duke of York Square will host a Mad Hatter's Tea Party, with a giant teapot dispensing Pimms and other treats.

"This year's theme is Fairy Tales, and retailers have been adorning their stores with breath taking floral displays taking inspiration from childhood favorites from Cinderella and Alice in Wonderland to Sleeping Beauty and Snow White," Mr. Seaborn said. "This year's enchanting Fairy Tales theme will also be reflected in an eye-catching 'Fairy Tale forest' installation on Sloane Square, this will act as a place to meet friends, sit back and relax amongst the floral displays.

"In turning the streets of Chelsea into spectacular sights with beautiful floral creations and installations, the residents of Chelsea and visitors alike have another way to enjoy and celebrate spring and the arrival of the famous Chelsea Flower Show."



Map of Chelsea in Bloom destinations

The Fairy Tale Forest installation will be open daily from 10 a.m. to 7 p.m. Consumers can partake in the tea party from noon to 8 p.m. each day. On Thursday, May 21, stores will stay open from 6-8 p.m., giving consumers more time to shop.

The store windows from the likes of Montblanc, Brunello Cucinelli, Browns and Yves Delorme will be judged by both Sasha Wilkins, blogger and editor of lifestyle site LibertyLondonGirl.com and official RHS Chelsea Flower Show judges Stephen Woodhams and Hayley Skipper. The panel will be looking for their creativity in interpreting the theme, as well as their flair and use of live flowers.

Last year, Kate Spade took home the top prize for its botanical prowess.



Kate Spade winning display from 2014

Starting May 19, consumers can also vote for their own favorite to win the People's Choice award via Chelsea in Bloom's Web site.

"The Chelsea in Bloom competition brings local shops and businesses together but also promotes healthy competition as entrants strive to win the coveted judges prize," Mr. Seaborn said. "It is a very exciting time for the area encouraging increased footfall to the businesses in the area, attracting new visitors as well as drawing the attention of those visiting Chelsea Flower Show.

"Chelsea in Bloom provides retailers with a platform to offer special promotions, create bespoke product offers and entice customers into their stores with exclusive events."

Since its beginnings 10 years ago, Chelsea in Bloom—produced in collaboration with the Royal Horticultural Society—has grown, with more retailers participating.

"Chelsea has been synonymous with the RHS Chelsea Flower Show since 1913, when the show moved to the Royal Hospital Chelsea," Mr. Seaborn said. "Chelsea in Bloom, now in its 10th year, was inspired by this incredible annual event, and dreamt up by the Cadogan Estate in 2006.

"Chelsea in Bloom celebrates ensures that the whole of Chelsea celebrates the world-famous flower with retailers transforming the streets of Chelsea into botanical splendor."

Florals in fashion

Both nearby retailers Fortnum & Mason and Harrods are participating in the RHS Chelsea Flower Show in London to create an immersive branded experience outside of the store.

Harrods will be hosting a conceptual Fragrance Garden, while Fortnum & Mason will be serving guests Champagne, canapés and afternoon tea from two different outdoor eating areas. Despite the event being months away, both retailers are already drumming up interest among their consumers to ensure ample traffic once the show begins ([see story](#)).

Harrods' efforts also include in-store events, such as master classes. The store will also place white peonies and roses at its Brompton road entrance to create a scent experience, while window displays from beauty brands including Dior, La Prairie, Prada, Aerin, Penhaligon's, Chantecaille, Versace and Valentino will hold interpretations of iconic scents ([see story](#)).

Flowers have been inspiring retailers this season, enabling them to show off their latest beauty products.

Department store chain Saks Fifth Avenue is showcasing its spring beauty offerings with a special storewide celebration featuring beauty-themed garden installations.

Glam Gardens will be displayed at all of Saks Fifth Avenue's locations during May and will include elaborate window displays, special events and unique floral offerings. Creating fully immersive storewide campaigns can help a retail brand inspire consumers

and encourage traffic during a designated period ([see story](#)).

While consumers are touring the window displays at Chelsea in Bloom, they may be enticed to enter the stores.

"Having a presence, wherever the affluent may be, is a pillar of luxury marketing," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "The finest luxury brands including Fendi, Montblanc and Yves Delorme are actively creating new ecosystems to increase revenue.

"Fairy tales remind us that we were all children," he said. "Luxury is never reality; it's fantasy, whimsy and desire.

"Innovative collaborations drive traffic and increase revenue. Window displays provide a peek into the soul of the brand and objects inside. They exist to tease customers through the front door."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/5yA6BP53Fqc>

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1. [My book of experience](#) says:

[May 20, 2015 at 1:33 pm](#)

It's my first time in London and was a pleasure enjoy this floral show. Regargs from <http://mybookofexperience.blogspot.co.uk/>

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