

MOBILE

Fortnum & Mason goes “cross-channel” via Instagram takeover

July 27, 2015



Fortnum & Mason Instagram takeover image

By STAFF REPORTS

British department store Fortnum & Mason headed to the continent with a blogger partnership shared via photo-sharing mobile application Instagram.

Sign up now

Luxury Daily

For its #FortnumsTakeover, Fortnum & Mason worked with Parisian blogger PatriciaParisienne, who took over the retailer’s Instagram account on July 23 as she traveled from London to Paris. Brands often give over control of their social media accounts to allow for their story to be told by a different, but trusted, perspective.

Cross-channel

Patricia of PatriciaParisienne, originally of from California, describes herself as being an instablogger in the United Kingdom, who is now “a former Paris dweller” but “forever [a] Paris-lover.”

Fortnum & Mason encouraged its brand followers on social media to follow Patricia’s journey as she headed from London to Paris. As a starting point for her travels, Patricia began her trip across the channel in Fortnum & Mason’s St Pancras International store.

During the takeover, Patricia started her day-trip to Paris with a breakfast prepared by the

department store's restaurant. The retailer also gave Patricia items such as handmade fudge and a hamper with a bottle of Champagne to showcase its culinary offerings.

While in Paris, Patricia visited a flower shop, had an English-styled picnic under the Eiffel Tower and in other well-known attractions such as the Pont Alexandre III bridge over the Seine.

Fortnum's gave me my own personalized champagne for the trip – what a gift!
Champagne and the Eiffel Tower – what a combination! Santé! #fortnumstakeover
#patriciaparisienne

A photo posted by Fortnum & Mason (@fortnums) on Jul 23, 2015 at 7:48am PDT

The blogger ended her trip back at the St Pancras store where she enjoyed a cocktail made using Fortnum & Mason's gin, followed by a dinner on monkfish at the retailer's restaurant.

Fortnum & Mason often emphasizes its culinary offerings through collaborations and both in-store and out of home efforts. A signature element of Fortnum & Mason's communications for its culinary offerings often focuses on its popular hampers.

For instance, Fortnum & Mason is taking a look inside consumers' picnic baskets through a social effort promoting its hamper selection.

Fortnum & Mason is known for its signature hampers filled with seasonal foods and sweet treats, which has provided the department store with a channel to promote its culinary offerings through imagery shared via social media. Since there are no primary gifting holidays occurring in the summer months, a seasonal picnic promotion interjects Fortnum & Mason into the conversation as consumers plan outdoor activities ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.