

MOBILE

Harrods boosts engagement surrounding Fendi pop-up with mobile game

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Fendi windows at Harrods

By STAFF REPORTS

British department store Harrods is prompting consumer competition with a mobile game celebrating its Fendi pop-up display.

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Part of its Made With Love campaign ([see story](#)), Fendi is occupying the retailer's window exhibition space to showcase its handbags and new headquarters in Rome with a display titled "Trace of Palazzo della Civiltà Italiana." This game enables consumers to experience the exhibit virtually no matter where they are, while also prolonging the memory for those who visit.

Making memories

Fendi's display opened Aug. 6 and will run until Aug. 30. The brand worked with Analogia Project to bring its Rome headquarters to life through digital, enabling consumers to experience a miniature version of the space in a different setting.

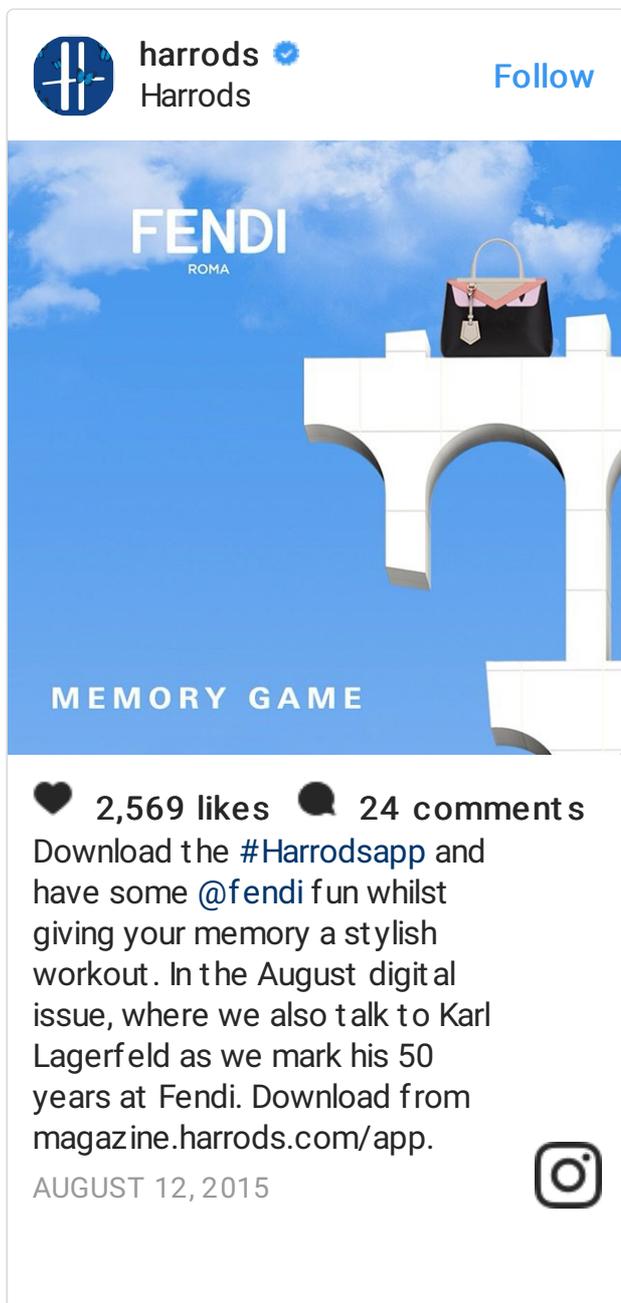


Fendi exhibition at Harrods

For the pop-up, Fendi created a number of exclusive versions of its handbags and Bag Bugs, which are being called Furrods.

To let consumers interact with the display, Harrods has created a memory game. Housed in the mobile version of its magazine, the game asks consumers to match up tiles containing images of some of the brand's handbags.

Consumers can either do free-play, which is not timed, or they can do a challenge round where they must play against a clock.



At the end of the game, consumers have the option to share their score with friends on Facebook or Twitter to compete and compare results. This may make consumers more likely to complete the game multiple times.

Within the game on the magazine app, consumers can also view larger images of the bags seen in the tiles.

Fendi previously paid homage to its new headquarters with window displays in its brand stores. As of 2015, Fendi has relocated its headquarters to the Palazzo Della Civiltà Italiana for the next 15 years ([see story](#)).

An earlier campaign saw Harrods look to mobile gaming to further its in-store efforts. The retailer got shoe fanatics to engage with its recently expanded footwear sales floor with a heel-themed digital game.

Stiletto Wars was accessible in the September issue of Harrods' magazine application, as well as in a window display at the retailer's London store. Providing an entertaining way

to interact with products allows brands to engage consumers on an ongoing basis via their mobile devices, as well as providing an active way for aspirational consumers to get involved ([see story](#)).

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