

INTERNET

Harrods throws party in Turkey to reach consumers globally

October 6, 2015



London department store Harrods

By FORREST CARDAMENIS

British department store Harrods is calling on international tastemakers to help it move product with a new video and social campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand invited seven fashion arbiters to an exclusive party in Istanbul to bring together different styles and takes on the fashion season, which were then made into a short film and revealed on the retailer's Web site alongside supplementary materials, including products. By aligning itself with global trend-setters and diverse styles, Harrods will attract consumers both through its varied offerings and its association with influential individuals.

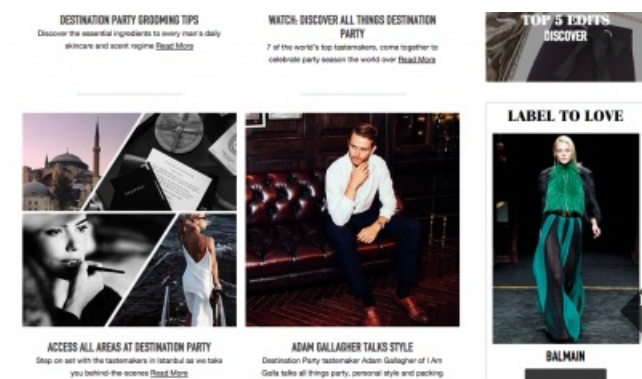
Party looks

The invited tastemakers were Adam Gallagher of I Am Galla, Patricia Bright, Zanita Whittington, Melissa Koh, Vanessa Hong of The Haute Pursuit, Meric Kucuk of Maritsa.co and fashion director Anya Ziourova. The diverse group of people each brought their own style to the party, and by showcasing each of them in the video Harrods also showed off its own range of products for sale.

Harrods Destination party - The Ultimate Party Wardrobe

Harrods also has Web pages dedicated to behind-the-scenes information, such as beauty products used by the attendees, the hotel they stayed at, cars that were provided for them, style and grooming tips and general tips for tourists visiting Istanbul. Doing so could help position Harrods as a brand interested in the experiences of its consumers rather than just their wallets, which could help forge a stronger connection between the two parties.

The video is not shoppable, perhaps to allow viewers to fall for these looks on their own, but the look of each tastemaker is detailed on various pages, which often include endorsement quotes from the individual. Of course, the bottom of each page also provides a range of products from which users are free to shop the look to their hearts content.



Screenshot of Harrods Destination Party Web page

Among the most heavily endorsed and showcased products are Tom Ford beauty products, used by both men and women, but other brands, including Saint Laurent, Alexander McQueen and Brioni, are also featured. By highlighting a number of different products, Harrods also announces itself as the one-stop-shop for all the items that a viewer might want. Testimonials, meanwhile, will encourage purchases for particular products because of the influence the tastemakers have, particularly on aspirationalists.

The video, which Harrods had teased on social media, is being promoted with the hashtag #DestinationParty by both Harrods and the attendees. Trying to spread the video organically is in line with the campaign's goal of trying to win over consumers by targeting influential fashionistas rather than relying on a media blitz that advertises the products more directly.

Expert networks

Harrods has made a habit of using expert consultation to connect with its consumers.

In one instance, the brand helped consumers prepare for the summer social season with a millinery event.

From June 6-7, the retailer brought in experts and designers to assist consumers in picking the perfect topper for their ensembles, whether they were going to the Royal Ascot or a garden party. The walk-in event provided access to all Harrods customers, making it an easy appointment as they shopped on the weekend ([see story](#)).

Other retailers have also bridged the gap with consumers by cultivating the advice of tastemakers.

For example, in July, Department store chain Bloomingdale's helped consumers prep for an array of summer bashes with a reinvented digital home catalog.

The retailer partnered with tastemakers and personalities who lent their ideas for events ranging from a formal wedding gala to a poolside clambake. Doling out advice that goes beyond products is a way for a retailer to connect with consumers and become more a part of their daily lives ([see story](#)).

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York