

OUT OF HOME

Fortnum & Mason brings holiday cheer to Somerset House

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Facade of Fortnum & Mason

By STAFF REPORTS

British retailer Fortnum & Mason is heading to Somerset House for its seasonal residency at The Christmas Arcade.

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Opening Nov. 18, Somerset House, a neoclassical building in the heart of London, will host Fortnum & Mason's seasonal pop-up version of the retailer's Piccadilly flagship. Being featured each year at Somerset House's Christmas Arcade is a way for Fortnum & Mason to instill itself within the holiday traditions of Londoners.

Deck the halls

The Christmas Arcade recreates Fortnum & Mason's flagship by displaying the department store's finest offerings. The Christmas Arcade is known for its selection of gifts, food stuffs, fashion accessories and holiday decor.

Fortnum & Mason's shop at The Christmas Arcade is separated into individual rooms. For instance, men's and women's gifts, a Christmas room with a children's section, confectionery and the retailer's own teas and coffees will be given individualized spaces.

New for this year, Fortnum & Mason will bring a fresh food range to Somerset House where smoked salmon, cured on the Piccadilly store's roof, will be sold, among other goods.



Selection of goods at the Christmas Arcade featuring Fortnum & Mason

Also commemorating this year's Somerset House Christmas Arcade, Fortnum & Mason has created two exclusive,

limited-edition Christmas tree decorations for the occasion. The decorations include a hand-embroidered miniature cushion depicting a skate scene at Somerset House and the other is a mouth-blown, porcelain blue bauble with gold glitter.

The Christmas Arcade will be open daily until Jan. 3, 2016.

Last winter, Fortnum & Mason invited consumers to enjoy some ice skating and tea as the weather cooled.

The retailer teamed up with the cultural center Somerset House to offer guests the "Skate & Afternoon Tea" package. The skating and tea experience began with a visit to Somerset House's ice rink, a popular seasonal destination for Londoners and visitors alike ([see story](#)).

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