

IN-STORE

## Harrods readies annual Winter Sale with Elf-themed kick-off

December 18, 2015



*Harrods at Christmas time*

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By STAFF REPORTS

British department store Harrods already has sights on its post-Christmas sales rush for Boxing Day.

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Held on Dec. 26, Boxing Day is a British bank holiday that has evolved into a day marked by retail sales as consumers look to make returns, redeem gift cards and take advantage of after Christmas discounts. Each year, Harrods stages a Boxing Day event to kick off the beginning of its post-holiday sales, which in turn keeps attention on the retailer after the traditional shopping season has come to an end.

Sales! Sales are my favorite!

For this year's Boxing Day, Harrods has partnered with the West End cast of "Elf the Musical," who will perform on a stage set next to the department store's location in Hans Crescent, London. The performance is Harrods' way of "bringing the store's ethos of retail theatre to life."

During the "all-singing, all-dancing" celebratory performance, cast members will reenact highlight from the musical, including top numbers such as "There Is A Santa Claus," and a finale number of "Sparklejollytwinklejingley," a tap dancing routine.

Based on the Will Ferrell-fronted holiday classic "Elf," the musical adaption broke the box-office record for the highest selling show in the Dominion Theatre's history, with reviews describing the show as "the Christmas cake of musicals."



*Elf the Musical, production photo*

Harrods' Winter Sale is key for the department store and the retailer expects to welcome more than a million consumers throughout the course of the 4-week sale period, ending Jan. 17, 2016.

Consumers can expect up to 50 percent off women's fashion and leather goods as well as discounts on luxury tailoring, outerwear, denim and shoes in the men's departments. Harrods will also reduce prices on designer accessories and foodstuffs in the Cookshop by 40 percent, while furniture and home goods will be marked down by 25 percent.

Harrods Winter Sale kicks off on Boxing Day at 10 a.m., following the entertainment at 8 a.m. The retailer is using the hashtag #HarrodsSale to drive conversation on social media.

Last year for its Winter Sale, Harrods hosted live music and food outside the department store. At 8:30 a.m. the red carpet was rolled out as consumer waiting were treated to hot chocolate, mince pies and pastries. A string quartet and dancers also performed and blankets were provided to keep guests warm as they wait for the doors to open ([see story](#)).

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