

IN-STORE

## Harrods retools “Superbrands” concept for children’s department overhaul

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*Gucci children's wear is available at Harrods*

By STAFF REPORTS

British retailer Harrods is focusing on children's wear with the opening of its Mini Superbrands concept.

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The children's clothing concept is found on the fourth floor in the children's wear department and mimics the Superbrands adult space on the retailer's first floor. As with the adult-focused Superbrands, Mini Superbrands will be dedicated to leading luxury labels such as Christian Dior, Gucci and Loro Piana, among many others.

Here's lookin' at you, kid

Harrods has unveiled the first stage of the Mini Superbrands concept by transforming the floor's first room into branded boutiques by Dior, Gucci and Loro Piana. Each space offers young consumers styles from each of the brands represented.

The Dior boutique is the brand's largest space dedicated to children's fashion. The 2,000-square-foot space features clothing for all ages, including baby and children's wear, along with footwear and accessories.

In the Gucci area, the Italian fashion label has created a bespoke shop for children. Designed by the brand's in-house creative team, the Gucci boutique is the first of its kind for the brand.

"The World of Gucci Kids" will include the brand's clothing and accessories for babies and children.

Italian cashmere brand Loro Piana is also offering Harrods consumers a one-of-a-kind shopping experience. The space inside Harrods' Mini Superbrands is Loro Piana's first standalone children's wear boutique.

Consumers will be able to shop Loro Piana's full children's line as well as the brand's baby gifts and toys. The items found in the boutique are of the same fine quality fabrics and made with the same attention to detail as Loro Piana's other collections.

The Mini Superbrands department is decorated using touches of soft grey to comfort and create a relaxing atmosphere for young consumers and their parents. Harrods plans on opening three more Mini Superbrands rooms throughout 2016.



*Harrods' Mini Superbrands department, Dior shop*

Harrods' redevelopment of its children's wear department is scheduled to be complete by fall 2016.

While Harrods has yet to market the Mini Superbrands concept through advertising, the retailer is on pace with the brands it sells.

A cultural obsession with celebrities has led many luxury fashion and accessories houses to collaborate with brand ambassadors who can use their large followings of fans to bring attention to the brand name and its latest products.

Recently, however, some brands have begun reaching out to younger brand ambassadors, some even as young as infants, often the children of celebrities who already have large fan bases of their own, regardless of their ability to speak in full sentences or stand on their own ([see story](#)).

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