

PRINT

Harrods ventures into the frozen north to spur adventure

January 4, 2016



Harrods magazine, Travel spring/summer 2016

By STAFF REPORTS

British retailer Harrods accompanied its consumers on an Arctic journey in the pages of the Harrods Travel magazine.

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The spring/summer 2016 issue was found within the Harrods' magazine mobile application and features content ranging from wild mustang horses to a "spa for the brain." For a dose of comedy, Harrods worked with Bill Bryson, the author of a number of humorous books on travel, to liven the content.

Where to next?

To promote the travel issue, Harrods shared a GIF on social media that alternates between shots of a sea bird, a walrus and cub, polar bears and a blue glacier. A link paired with the GIF lands on a preview page for the spring/summer 2016 issue and prompts consumers to download the magazine for Apple and Android devices.

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Meet the king of the frozen north, the magnificent polar bear, in the Harrods Travel digital issue in the #Harrodsapp Download from magazine.harrods.com/app.

Posted by **Harrods** on **Sunday, January 3, 2016**

Despite the holidays just ending, Harrods was ready to assist consumers in the planning of their next big adventure for the new year. Winter getaways are also featured, as to be timely, and vary to include heli-skiing in Canada or a more sun-drenched experience on the slopes of the Sierra Nevada mountains.

Content is far reaching as well, looking at some of London's top hotels to journeys to the Arctic in the summer months to view "the king of the frozen north," the polar bear.

If a more R&R approach is preferred, Harrods also includes spa holiday suggestions with properties in Bali, Indonesia, Mauritius and a hotel in the Caribbean, boasting its own signature Guerlain fragrance.

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HARRODS TRAVEL SS16

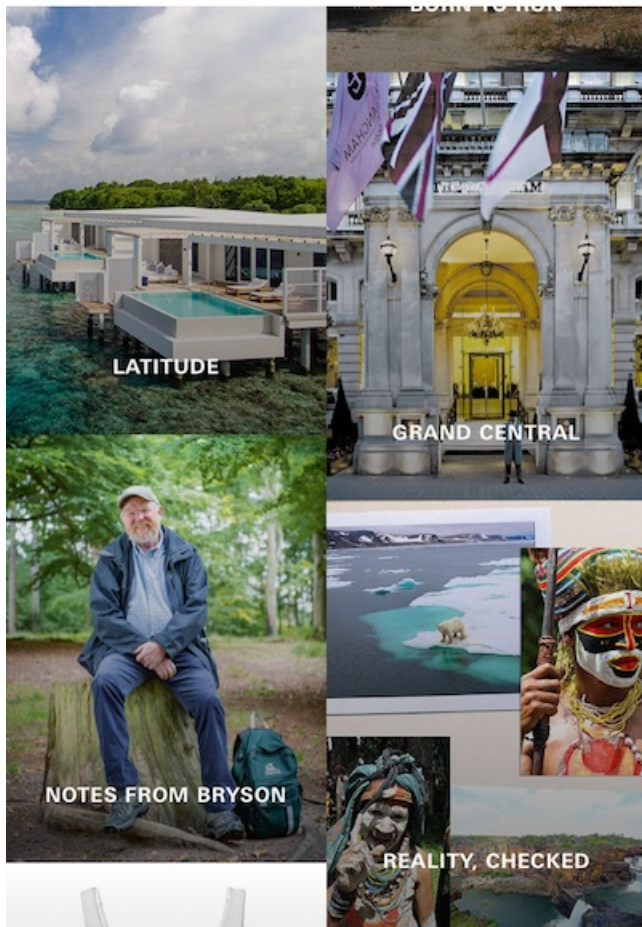


Table of contents for Harrods' magazine, Travel spring/summer 2016

Content included is also shoppable, with Harrods prompting items in swim, resort and ski. While the items are featured, and consumers are told where in the department store products can be found, the content is not ecommerce-enabled.

As for advertisements, Harrods' digital magazine include campaigns for cruise line Seabourn, Qatar Airways and a video effort by Aston Martin, among others.

With Qatar Airways, Harrods is also hosting a competition for readers to win a \$23,000 holiday for two. The winning prize includes Business Class flights on Qatar Airways and a stay at the five-star Amilla Fushi resort in the Maldives.

The Harrods' magazine app can be downloaded [here](#).

Harrods often incorporates content in its online magazine that is not otherwise publicized heavily on its digital channels.

For instance, Harrods spent October 2015 celebrating menswear on a number of different platforms.

Harrods Man "Cover to Cover" highlighted 12 looks by as many brands in the month of October, while additional labels provided exclusive and limited-edition pieces. The unclouded focus on menswear and culture, from products to in-store events, created a number of touchpoints between the brand and its male consumers ([see story](#)).