

IN-STORE

Harrods helps consumers “get the glow” with 2016 resolutions campaign

January 5, 2016



Harrods' Happy New You 2016

By FORREST CARDAMENIS

British department store Harrods is providing consumers with the resources to inaugurate 2016 with a "Happy New You."

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

A series of in-store events celebrating mental and physical health and happiness will help consumers start the new year on the right foot. Because many people make resolutions at the New Year to be healthier, the campaign will help Harrods forge a connection with consumers and show that they are valued as more than just purchasers.

"Harrods has their finger on the pulse of the consumer and that really comes out with the 'Happy New You' program," Dave Rodgers, a retail business development executive at [Microsoft Canada](#), Toronto. "While many retailers are embracing health and wellness as a theme that resonates with their customers, Harrods is particularly adept at carrying this through their store environment, online and special events that leverage both environments."

A glowing start

For January and February, Madeleine Shaw, author of cookbook "Get The Glow," will serve as Harrods' Chef of the Season. Accordingly, Harrods Food Halls will contain lunch, dinner and dessert options by Ms. Shaw that will be featured in her upcoming "Glow Guides" mobile application, and Ms. Shaw will also develop snacks and meals designed to detox and revitalize the body.

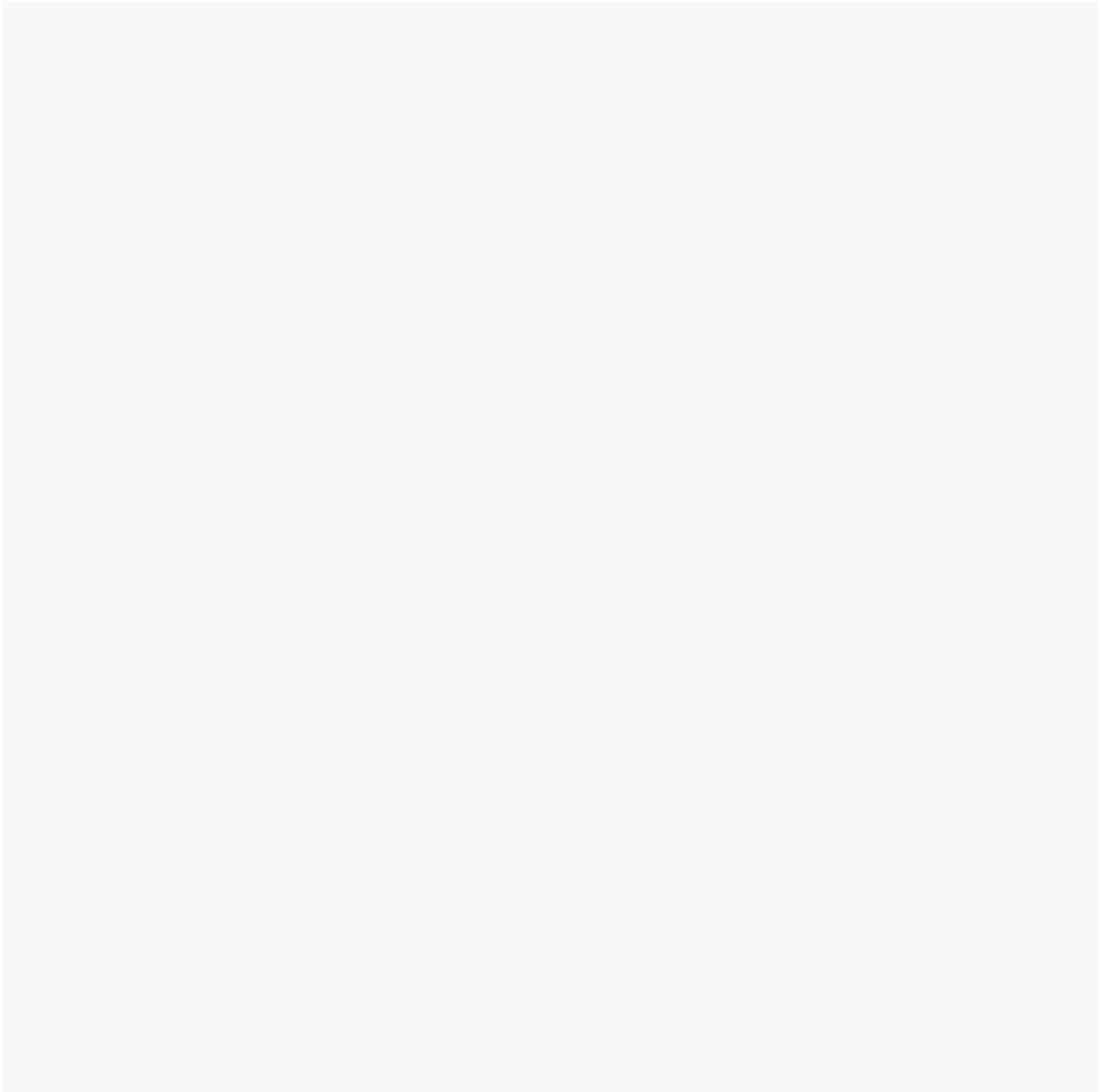
In addition, on Saturday, Feb. 6, Ms. Shaw will hold a live talk at Harrods Cook Shop. The event could help get health-conscious consumers into the store for the first time and provide the chance to create repeat customers.

In the Home department, The School of Life, founded by philosopher Alain de Botton, will take up residency at a pop-up space. The organization encourages people to take time to think about central emotional concerns and will share its members' approach to daily life, which promises to "exercise, stimulate and expand the mind."

The School of Life will also host four separate classes, one on each Thursday evening in January, representing another opportunity for Harrods to build a relationship with consumers who may be interested in the class but may not be frequent shoppers.

Saturdays Jan. 23 and Jan. 30, Equinox Fitness Clubs will be hosting boxing, yoga and barre demonstrations in-store. Tech, beauty, sports fashion, pharmacy and food and drink brands will also be participating in Happy New You, with details unannounced as of press time.

To help motivate the uninspired, Harrods is encouraging consumers to use #TryJanuary to share their health-related initiatives. Harrods is also encouraging consumers to join the conversation and share images with #HappyNewYou.



Discover a #HappyNewYou with @urban_retreat and @muradskincare... Eat your way to beautiful skin.
#HarrodsFood (Fifth Floor)

A photo posted by Harrods (@harrods) on Jan 4, 2016 at 4:21am PST

Harrods had a similar campaign last year, suggesting that it is an effective way of connecting with consumers both old and new. Despite often engaging in food-related promotions, Harrods is better known as a fashion and beauty retailer, so the campaign is also likely to read to consumers as a support for a cause that is less tied to money than in appreciating, assisting and showing solidarity with consumers.

Additionally, having classes and limited promotions will help maintain steady in-store traffic when many are turning to online shopping. By hosting food and health events, consumers have a reason to continue shopping at Harrods' physical location.

"In developing programs like Happy New You, they take an omnichannel approach combining in store, online

content supplemented with 3rd party content, and interactive events to speak to the themes of nutrition, mind and body," Mr. Rodgerson said. "All of this ties together quite nicely as they introduce the products associated with the program to make this content resonate with their customers and drive sales."

Bon appetit

Last year, Harrods' Happy New You campaign was focused more overtly on products that Harrods is better known for.

The retailer assisted its consumers in keeping their New Year's resolutions through a series of beauty and health programs.

For the first time, beauty brands took over Harrods' Brompton Road windowpanes as an accompaniment to the retailer's "Happy New You" in-store program. The 23 participating beauty brands each adopted a sport and used a signature product as the focal point for the window's design to attract passersby into Harrods' Beauty Halls ([see story](#)).

In recent months, Harrods has taken big steps to promote its food offerings.

British retailer Harrods invited two Michelin-starred chef Tom Kerridge to stage a weeklong pop-up restaurant in the retailer last August.

Harrods is well known for its Food Halls and often plans events that raise awareness for its in-house restaurants and the food stuffs offered by its many vendors. Since dining is a social event, retailer executed eateries, pop-up or fixed, establish the location as a destination rather than simply a commercial shopping hub ([see story](#)).

"I'm always interested to see what next when it comes to Harrods," Mr. Rodgerson said. "They're not only one of the most innovative retailers when it comes to events, they have a very clear understanding of what it takes to drive customer loyalty long term. What makes them especially successful in this area is their use of curated content. When it comes to media, content is king, and Harrods doesn't miss a beat when it comes to applying that philosophy to retail."

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.