

IN-STORE

Harrods drives attention toward Aston Martin via in-window exhibit

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Aston Martin at Harrods

By SARAH JONES

British automaker Aston Martin is setting up shop in Harrods' exhibition windows for the month of January to capture the attention of passersby.

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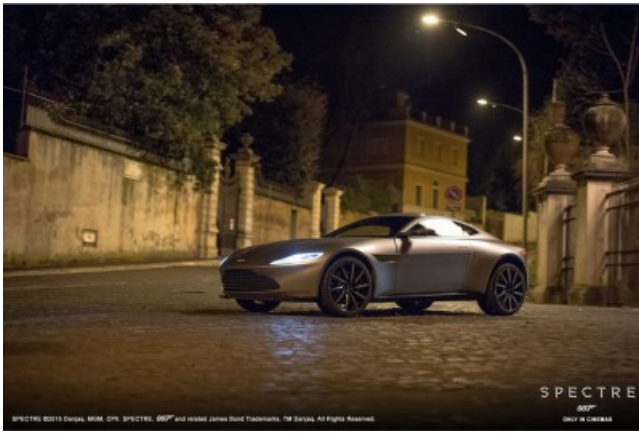
Positioned at the front of the retailer's store will be three of the brand's DB models, an iconic nameplate that originated in the 1950s. As a tourist destination and prime shopping outlet for affluent Londoners, Harrods is an ideal partner for brands looking to boost their awareness.

"Harrods is one of the world's most trusted luxury retail brands, and we are delighted to join forces with them to create this tribute to our most famous DB nameplate," said Matthew Clarke, public relations and brand communications manager of [Aston Martin](#), Americas. "Our storefront installation is a month-long celebration of our DB models, named after Sir David Brown who purchased Aston Martin in 1947, which have become globally synonymous with sophisticated grand touring and thrilling sports car performance."

Performance piece

Aston Martin's DB line is named after Sir David Brown, who purchased the automaker in 1947. What connects all of the DB models is their sophistication and sports car performance.

These features are specifically evident in the centerpiece of Aston Martin's celebration of the DB nameplate, the DB10 created specifically for James Bond. Part of the automaker's 50-year partnership with the Bond franchise, the car was constructed for the latest film "Spectre."



DB10

With the recent blockbuster coming to DVD and BluRay in February, the film is likely to be on consumers' minds. This gives fans of the film a chance to see the model up close.

Also in the window will be the DB9 GT, which the automaker self-professes as the best production DB it has made so far for both its power and energy efficiency.

Aston Martin's DB5, originally released in 1963, rounds out the display. It was chosen because it marked key improvements in the performance for DB models, and also paved the way for future models.

"The installation showcases perhaps the most famous DB in the 1963 DB5, alongside one of the most successful Aston Martin's of all timethe DB9and the DB10, which has taken global prominence recently after being exclusively designed, engineered and hand crafted for the latest Bond film, Spectre," Mr. Clarke said. "This visible insight into DB bloodline gives London visitors a greater insight into Aston Martin's heritage."



Aston Martin exhibit at Harrods

For those looking for more information on any of the models, Aston Martin specialists from its headquarters will be on-hand within the exhibition. Besides talking about the cars present, these experts will share details about the brand's recent partnership with Quintessence Yachts for the AM37 vessel.

The automaker's first ever powerboat, the AM37 was officially released in September ([see story](#)).

Aston Martin has a dealership in Mayfair about a 10-minute drive from Harrods, perfect for those inspired by the window display and wishing to own one of the automaker's cars.

The display will be up until Jan. 28.

"Exposure, desire and collaboration make this Aston Martin Harrods' partnership brilliant," said Chris Ramey, president of [Affluent Insights](#), Miami. "Harrods and Aston Martin share high-net-worth prospects, a British heritage and a pristine reputation.

"Luxury brands plant seeds," he said. "Desire is initiated and driven by exposure and context. Without desire this is no luxury or dollars."

On display

Harrods' exhibition windows provide space for brands to reach consumers both on the street and in-store.

For instance, Italian jeweler Bulgari will host a pop-up installation within British department store Harrods to explore some of its most glamorous celebrity fans.

From Oct. 30 through Nov. 28, Bulgari's "Dolce Vita" interactive display in the exhibition space at the retailer will pay tribute to the house's famous patrons Elizabeth Taylor, Gina Lollobrigida, Ingrid Bergman and Anita Ekberg and enable consumers to have their own diva moment caught on camera. Giving attendees the opportunity to actively engage with the exhibition will likely leave a more lasting impact ([see story](#)).

Automakers are a rare and unexpected surprise within department stores, with any partnership between the two drawing attention.

In 2013, Rolls-Royce Motor Cars targeted affluent Harrods shoppers with window displays at the London department store to celebrate the British debut of the Wraith vehicle.

This display marked the first time that the British automaker put its vehicles on display in a retailer's windows ([see story](#)).

"Window displays serve different purposes," Affluent Insights' Mr. Ramey said. "Aston Martin is leveraging Harrods' high traffic windows to initiate desire. It's good for Harrods as it will drive traffic.

"Harrods also gets the benefit of high-net-worth-individuals' traffic without the pesky commercialism," he said.

Final Take

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