

COMMERCE

Fortnum & Mason turns hampers into sign of affection with personalization

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Fortnum & Mason Exclusively Yours hamper

By STAFF REPORTS

British department store Fortnum & Mason is helping consumers show their affection with a limited-time customization program for its hampers.

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The Exclusively Yours Hamper marks the first time the store will allow customers to print their own initials in place of the F&M logo printed on the side of its wicker containers filled with indulgences. With Valentine's Day around the corner, Fortnum & Mason loyalists will likely appreciate the opportunity to leave their own mark on its iconic gifting item.

It takes two

Fortnum & Mason's Exclusively Yours hamper comes packed with an amber rose votive candle, bath truffles, a heart-shaped box of chocolates, Jammy Dodgers, marshmallow hearts, a bottle of Ruinart Ros and two Champagne flutes.

For romantic entertainment, the hamper also includes a book of modern British love poetry.

Fortnum & Mason is limiting the hampers to 100, making this brief availability of personalization even more special. The store intends for these customized tokens of affection to become keepsakes for the recipients.



Contents of Exclusively Yours hamper

Keeping a piece of the traditional F&M, buyers need to include an ampersand in the middle of their monograms when customizing.

Consumers can purchase the hamper online for about \$400 at current exchange rates.

Recognizing that Valentine's Day gifting is an emotional affair, a number of luxury brands sought to provide personalized touches to help consumers express their affection last year.

From special Valentine's Day embossing of leather goods to on-hand calligraphy artists crafting unique cards, personalization efforts were aimed at consumers looking to give a one-of-a-kind sign of their love. These services had the potential to help these brands stand out from the crowd of gift guides and promotions ([see story](#)).

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