

IN-STORE

Harrods spotlights next generation of fashion design in window display

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Shortlisted designers for the 2016 BFC/Vogue Designer Fashion Fund

By STAFF REPORTS

British department store Harrods is supporting up-and-coming fashion talent through a window display, giving their work a public stage.

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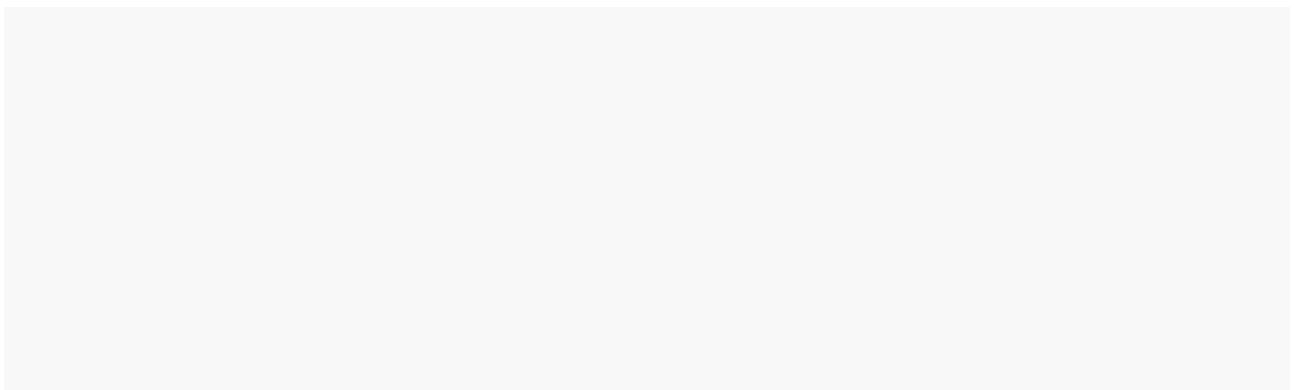
The store, one of the sponsors of the British Fashion Council/Vogue Designer Fashion Fund, is shining a spotlight on the newly announced finalists for the prize by dedicating one of its panes to the five labels. For apparel retailers, having a strong relationship with fashion brands is important, making this effort from Harrods a way to establish connections with the designers set for big careers while they are still on their way up.

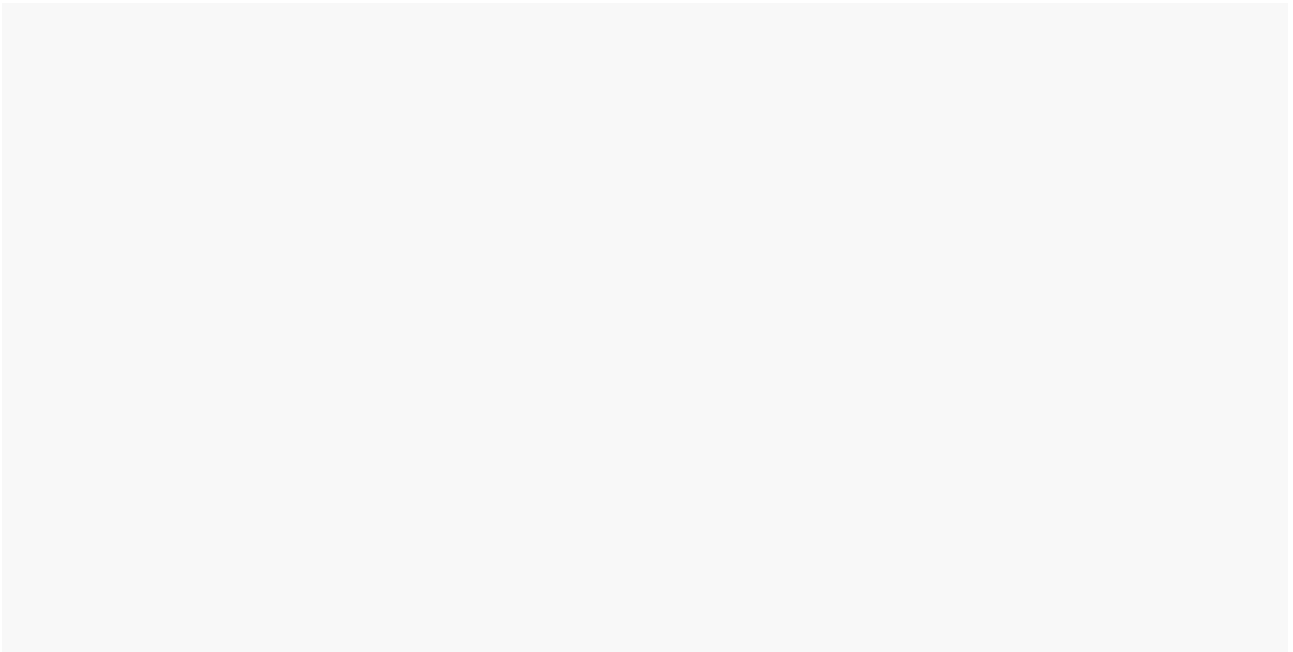
Public platform

Harrods unveiled its window on Jan. 19, the same day that the BFC announced the five shortlisted designers. The chosen handful are Emilia Wickstead, Mother of Pearl, Osman, Prism and Sophia Webster.

The window allows the work to speak for itself, with mannequins modeling designs from the labels, with Sophia Webster's pumps on a pedestal. Enscribed on the window are the names of the finalists, as well as a list of supporters of the contest, including Burberry, British Vogue and Paul Smith.

Through the window, the BFC's online show about the competition may also get more views.





The BFC/ Vogue Designer Fashion Fund shortlist for 2016 has been announced - congratulations to the shortlisted designers @emiliawickstead, @mop_london, @osmanstudio, @prism_london and @sophiawebster. We are delighted to unveil our world famous #HarrodsWindows featuring the five shortlisted designers. Share your pictures of the window using the hashtags #DesignerFashionFund and #HarrodsFashion.

A photo posted by Harrods (@harrods) on Jan 27, 2016 at 8:52am PST

Harrods is encouraging its social followers to share their own photos of the display using the hashtags #DesignerFashionFund and #HarrodsFashion. If consumers participate, it may help spread the word of the store's initiative.

The winner will be announced on March 22, and they will be given a mentorship for 12 months as well as a grant of 200,000 pounds, or about \$285,000 at current exchange rates.

Harrods frequently shows its connection to the world of fashion through content.

The retailer explored the styles and motivations of four British designers in collaboration with Google and the British Fashion Council.

The behind-the-scenes videos focused on the craftsmanship and studios of the designers and their collections. Harrods' local approach likely sparked interest among consumers of the store and the four designers as well as British consumers interested in supporting the country's talent ([see story](#)).

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