

OUT OF HOME

## Harrods to host society event benefitting contemporary art

January 29, 2016



*Harrods store front*

By STAFF REPORTS

British department store Harrods is hosting the future's contemporaries for a ticketed party at the Serpentine Gallery in London.

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Described by the retailer as an "unmissable night in London's social calendar," the Future Contemporaries Party will be held on the night of Feb. 20. Now in its ninth year, the party brings together influencers, philanthropists and collectors to raise funds for Harrods' partner, the Serpentine Galleries of contemporary art.

Mark your calendar

Harrods included its announcement for the upcoming party on its news page. With many affluent consumers frequenting its storefront and Web site, posting such an event is likely to raise interest and ticket sales for the Future Contemporaries Party.

Generating buzz further, Harrods included a short list of who attended the 2015 edition. Among the attendees were celebrities such as Daisy Lowe, Jack Guinness, Amber Le Bon, Lily Donaldson and Jessica Stam.

The Future Contemporaries Party will include performances, DJ sessions and guests from the worlds of art, music, business and fashion. The Future Contemporaries count HRH Princess Eugenie of York, Mary Charteris and Edward Tang as members.



*Image of 2015's Future Contemporaries Party as seen on Harrods Web site*

"Harrods is excited to be partnering with Serpentine Galleries for its annual Future Contemporaries Party, a highlight of the London art scene," said Helen David, Harrods fashion director of womenswear, women's shoes, accessories, fine jewelry and children's wear, in a statement. "Our partnership with the Serpentine is not only a celebration of international contemporary art, but also a wonderful opportunity to raise awareness of the Serpentine's valuable work and programs for young patrons."

The party, held at the Zaha Hadid-designed Serpentine Sackler Gallery, begins at 7 p.m. and lasts until midnight, with tickets costing \$227 for members and \$248 for nonmembers.

Harrods is involved with a number of events that advocate for art and fashion.

For instance, Condé Nast-owned British Vogue and Harrods teamed up recently to host the Vogue Festival last April at the Royal College of Art in London.

The festival gave attendees the opportunity to listen to international designers, photographers, models and writers in the fashion industry. The annual affair gives Vogue a chance to showcase top individuals in fashion and interact with readers on a more personal level ([see story](#)).

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