

IN-STORE

Marc Jacobs Beauty hosts whimsical pop-up installation to fete Harrods launch

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Marc Jacobs Beauty at Harrods

By SARAH JONES

Marc Jacobs Beauty is launching its cosmetics collection at Harrods with a larger-than-life display.

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Marking the brand's entry into the UK market, the beauty label has taken over the retailer's Brompton Road exhibition windows, filling the panes with giant sculptures of some of its latest products. Giving Marc Jacobs Beauty a store footprint that extends beyond the beauty counters will help ensure that this Harrods exclusive is not missed by customers.

"Harrods is a retail mecca for luxury consumers worldwide, and Marc Jacobs chose Harrods to capitalize on its captive, label-conscious audience that is most likely already enthusiastic about the brand," said Laura Sossong, senior consultant at [Boston Retail Partners](#).

Ms. Sossong is not affiliated with Harrods, but agreed to comment as an industry expert.

[Harrods](#) was unable to comment directly before press deadline.

Cosmetic compact

Harrods launched Marc Jacobs Beauty in-store in February, becoming the exclusive UK retailer of the fashion label's cosmetic line.

Marc Jacobs Beauty, produced by LVMH-owned Kendo, spans color and complexion products, with saturated hues for a bold look.



Promotional image for Marc Jacobs Beauty's Harrods launch

From the line's launch in 2014, it had an exclusive retail agreement with LVMH's Sephora. However, in January, Marc Jacobs Beauty began working with Neiman Marcus' ecommerce channel to increase availability, with a later in-store roll out ([see story](#)).

Now, Marc Jacobs Beauty is crossing the pond by partnering with Harrods. To celebrate, the brand has taken up shop in the retailer's exhibition windows for the month of February.

Taking inspiration from the brand's glossy packaging, the black and white space is decorated with Hollywood-style mirrors and statues of Marc Jacobs' bull terrier Neville.



Marc Jacobs installation at Harrods

Throughout the space, white pillars hold various products. Visible from the street are giant versions of some of the newest products created, including Velvet Noir Major Volume Mascara and Le Marc Lip Crème in Charlotte, a Harrods exclusive named for the royal baby girl.

On Feb. 5-6, Marc Jacobs hosted tutorials in creating "the art of the bold eye" in the exhibit space. Consumers could secure an appointment for about \$36, redeemable against purchases of the brand made throughout the day.

Marc Jacobs Beauty is drawing further attention to the space with an Instagram giveaway. The brand tells consumers to share their experience by posting their own photos of the pop-up with the hashtag #MJBxHarrods to receive a free deluxe sample, creating a form of social commerce.



Statues of Neville Jacobs

Once they post, consumers need only show their social sharing to a sales associate to receive their gift.

"This artful, inventive pop-up is certain to spread elevated hype behind the newly launched Marc Jacobs Beauty line," Ms. Sossong said. "The scale and playfulness of the exhibition plays perfectly into what the cosmetic consumer is looking to experience excitement, youth and femininity."

Retail relations

A number of brands have looked to Harrods' windows to give an immersive tour of their products and personalities.

Italian jeweler Bulgari hosted 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 paid tribute to the house's famous patrons Elizabeth Taylor, Gina Lollobrigida, Ingrid Bergman and Anita Ekberg and enabled consumers to have their own diva moment caught on camera. Giving attendees the opportunity to actively engage with the exhibition likely left a more lasting impact ([see story](#)).

Surprisingly, this is the first color cosmetics brand to appear in Harrods' exhibit space, while some less expected product categories have popped up in the past.

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

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 ([see story](#)).

"Experiential retail allows shoppers to fully engage their senses, transporting them to a deeper level of interaction with the brand," Ms. Sossong said. "This is particularly important with beauty products, as an experience can touch upon the aspirations of a consumer and truly motivate them to purchase in pursuit of a positive feeling."