

ADVERTISING

Harvey Nichols remakes famous figures in humorous campaign

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Harvey Nichols' "Great Men" campaign featuring Boris Johnson

By SARAH JONES

British department store chain Harvey Nichols is showing the impact its newly remodeled menswear shopping destination could have on iconic figures' images.

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The retailer's campaign operates on the premise that "Great Men Deserve Great Style," giving personalities as diverse as Charles Darwin and Barack Obama a sartorial update. This cheeky take on the power of fashion may help convince consumers that they too could work on their style.

"The campaign's strategy centers on the idea that even legendary, iconic men could use some help in the fashion/grooming department," said Patrick Lorenz, strategy director at **The O Group**, New York. "If the leader of the free world needs help picking out jeans, chances are the rest of us could use a style tip or five."

Mr. Lorenz is not affiliated with Harvey Nichols, but agreed to comment as an industry expert.

Harvey Nichols did not respond before press deadline.

Sartorial help

Harvey Nichols' campaign is running as a series of social videos on YouTube.

On the brand's Web site, the featured film depicts Boris Johnson, London's mayor and the frontrunner to become the United Kingdom's next prime minister. As a voiceover runs through the politician's resume, it pauses and mentions his haircut, which it deems most similar to a labradoodle.

After the campaign's tagline appears, Mr. Johnson's hair transitions from a haphazard mane to a slicked back style. The retailer includes a link to discover more about the grooming opportunities within the newly opened menswear area.

Great Men Deserve Great Style - Boris Johnson

Also promoting the grooming possibilities is a short about Mr. Darwin, whose beard is said to be from "a place where time forgot. The father of evolution gets a trim and shades.

Albert Einstein may have "redefined modern physics," but he is not above fashion criticism. After talking about his scientific achievements, the voiceover comments on a warm weather look sported by the genius, saying, "Pity about

the sandals."

The sartorial wrong is righted with a superimposed pair of yellow kicks. Harvey Nichols gives a link to shop new arrivals in menswear.

President Obama's entire outfit is remodeled, with a focus on getting him out of dad jeans. His light wash, relaxed denim is replaced with a slimmer cut, while his windbreaker and white sneakers are also made more contemporary.

Shakespeare wrote 37 plays in his lifetime, but according to Harvey Nichols, he is dressed like "a Christmas bauble."

In addition to the digital campaign, Harvey Nichols is hosting a Men's Weekender from May 14-15, which will boast pop-ups from fashion and grooming brands, free food and drink and complimentary services.

For instance, those who wish to shop Lanvin can enjoy Champagne while they browse, and those who spend at least 800 pounds, or about \$1,158, will take home a wooden chessboard. Eton will be offering the gift of pocket squares with every purchase, and will monogram a shirt purchase free of charge on Saturday.



Harvey Nichols' menswear department

There will also be live music and DJ sets, craftsmanship demonstrations and presentations.

"The campaign is funny and sheds light on a common problem for men, but I think the real strength here is the breadth of experiences and brand engagements they have planned in-store," Mr. Lorenz said. "I'm sure they will see an increase in traffic, and in-turn will help men up their game a bit."

Fun at fashion

Content for the opening of this space, Harvey Nichols has blended digital and in-store marketing.

When the department first opened in April, the retailer included a broad audience in the launch through a virtual experience.

Consumers can take a digital tour of the two-floor space at its Knightsbridge store to get a feel for the 270 labels carried, including Alexander McQueen, Valentino and Gucci. While Harvey Nichols' flagship is in London, the store caters to clientele across the United Kingdom, making this online tour a way to make the grand opening an affair for all of its customers ([see story](#)).

Not one to shy from the tongue-in-cheek, Harvey Nichols previously used humor to highlight its taste level.

Over the holidays, Harvey Nichols used its retail expertise to protect consumers from a new malady.

The retailer coined the term #GiftFace to refer to the forced smile put on when a gift recipient has to feign enthusiasm for an unexciting present and has illustrated the condition with a series of comic social posts. As the holidays were approaching, retailers looked to find creative, amusing ways to highlight their gift guides that go beyond a simple listing ([see story](#)).

"I think the campaign communicates that Harvey Nichols is a high-end department store that doesn't take itself too seriously, which is a rare trait in the luxury space today," Mr. Lorenz said. "Seems like they may have the clothing and style assistance for just about anyone who wants to boost their look."