

RETAIL

Harrods supersizes shopping tote ahead of annual summer sale

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London-based retailer Harrods

By STAFF REPORTS

British department store Harrods is getting ready to "sale away" in anticipation for the start of its annual summer discounting.

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Harrods' Summer Sale kicks off on Saturday, June 25 at 9 a.m. GMT with a green carpet entry for consumers, special treats and live entertainment ahead of the doors opening. Since Harrods does not have a large number of annual sales, the bi-seasonal discounting, held post-holiday and in summer, has given the retailer an opportunity to engage with consumers, who likely look forward to these special sales events throughout the year.

Green with envy

Ahead of the June 25 start date, Harrods has constructed a "giant surprise" for consumers in the Knightsbridge area of London where the department store is based.

Harrods, in celebration of shopping, has taken its signature forest green shopping bag and blown it up to create a large-scale 3D installation. The giant Harrods handbag is currently displayed outside the store's Hans Crescent facade.

To pique anticipation, the department store has invited passersby to snap photos of themselves with the 3D Harrods shopping tote. If shared on Instagram using the hashtags #MyGreenBag and #HarrodsSale, consumers run the chance of having their image regrammed on Harrods' official account page.



Harrods' #MyGreenBag 3D installation, photo credit: Anthony Harvey of Getty Images

The selected Instagrammer will be presented with 1,000, or \$1,481 at current exchange rates, to spend at the sale.

"Harrods is the ultimate luxury shopping destination, and we strive to ensure that our customers have exceptional experiences with us," said Michael Ward, managing director of Harrods, in a statement.

"This year we are bringing the joy and excitement of shopping to life through a wonderful Celebration of Shopping installation, and we look forward to welcoming our customers to the opening of the world-famous Harrods Summer Sale," he said.

While consumers await the store's opening on the morning of June 25, Harrods will provide sweet treats in the shape of its shopping totes, dresses, handbags and lipstick tubes, among others.



Treats created for Harrods' summer sale 2016

To celebrate last year's sale, Harrods constructed a large optical illusion artwork on its roof.

The department store revealed the giant 3D work of art on June 25, 2015 two days before the start of its summer sale on June 27. The piece was designed by street artist Joe Hill and imagined an inside look into the luxury merchandise available on the floors below ([see story](#)).