

RETAIL

## Harrods teams with Burberry for immersive holiday 2016 campaign

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*Harrods store front*

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By STAFF REPORTS

London department store Harrods is working with fashion house Burberry to tell "A Very British Fairy Tale."

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The retailer's effort for holiday 2016 will kick off in November when its window displays facing Brompton Road are unveiled. Holiday windows attract crowds of shoppers and passersby, allowing the retail host to become part of consumers' traditions.

### A British wonderland

Harrods' holiday windows will see the creation of a snow covered landscape and two small children as its protagonists. The children will be shown, window by window, traveling to an English country home, but with an imaginative twist.

The window panes will include wintery scenes with flying cars, floating bathtubs and secret trails.

As part of A Very British Fairy Tale, Burberry will provide an exclusively designed capsule collection. Items within the capsule, such as ready-to-wear, accessories and gifts, will be customizable through craftsmanship and personalization stations set up within Harrods.

Burberry launched a similar effort in its Regent Street flagship for the month of June, giving consumers a close-up view of artisan hand embossing and monogramming. Taking the retail environment beyond a mere point of sale is a way to convince consumers to make a trip to a physical store ([see story](#)).



*Burberry trench coat artisan*

In addition, A Very British Fairytale at Harrods will see the menu from Burberry's Thomas' Cafe be served at the department store's food halls. Also, Burberry has been tasked with designing the Harrods' Christmas tree that will be placed in its grand entry hall.

For the 2015 holiday season, Burberry decorated the famous Christmas tree in the lobby of Claridge's hotel in London.

The brand choose to highlight both British culture and its own history by focusing the design on rainwear.



*Sketch of the Burberry Christmas tree at Claridge's*

The tree featured more than 100 umbrellas in silver and gold, intermingled with an abundance of sparkling lights equipped with motion sensors ([see story](#)).

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