

RETAIL

## Harrods to host wellness, fashion events geared toward men

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*Harrods storefront*

By STAFF REPORTS

British retailer Harrods is offering wardrobe, workout and gadget inspiration to its male consumers throughout the month of October.

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Harrods' "(Super) Man" initiative features in-store events and pop-ups to help men be the best they can be via health, wellness and fashion. Efforts of this kind work to the retailer's advantage by showing off its overall lifestyle as well as its brands on offer.

Zero to hero

For (Super) Man, Harrods is collaborating with Men's Health magazine on workout sessions. By partnering with Men's Health, Harrods can ensure that its consumers are learning from experienced experts.

Harrods is also the partner for Men's Health Urban Active supplement, part of its October issue.

On its sales floor, men can attend the Adidas Reaction and Agility Challenge Oct. 1-2 from 2 to 6 p.m. During the challenge consumers must move a loop around a circuit at fast speeds without touching the sides in a test of speed and steadiness. Consumers will also have a sneak peek at Adidas' new Z.N.E. hooded top.

**HARRODS**  
**SUPER**  
**MAN**

### *Harrods' promotional image for (Super) Man*

The following weekend Oct. 8-9, consumers can get in the boxing ring with Under Armour for the Boxing Ring Challenge. Inspired by professional British boxer and heavyweight champion Anthony Joshua, consumers can test themselves by seeing how many punches they can throw in 30 seconds.

Exercise equipment manufacturer Technogym will host personalized training sessions with its Master Trainers on Oct. 15-16. The sessions will include training tips to help reach goals, gait analysis to help consumers improve their running and a branded goody bag.

To appeal to techy guys, Harrods and Hardware Club will host a Super Tech Night on Oct. 27. During the tech soiree, consumers can nosh on canapes and enjoy drinks while new products are displayed and demonstrated.

For fashion-minded men, Ermenegildo Zegna and Maserati will host a pop-up Oct. 3-25 dedicated to their exclusive collaboration ([see story](#)). The capsule collection includes leatherwear, accessories and casual fashions. Maserati will also display its Levante model for the first time in the United Kingdom during the Harrods event.



### *Zegna x Maserati accessories*

Lastly, men can visit the MCCVIII (TwelveOEight) pop-up to celebrate the sneaker brand's launch at the British department store. The brand is curated by music producer will.i.am and his brother Carl Gilliam, with all sneakers made in Italy and inspired by the pair's upbringing in Los Angeles.

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