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Harrods' Christmas Bear saves retailer from mischievous elf in holiday animation

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Harrods' A Very British Bear Tale, holiday 2016

By STAFF REPORTS

British department store Harrods is ushering in the holiday 2016 season by telling a very British bear tale sure to strike a nostalgic chord with consumers.

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For its holiday campaign Harrods has created an animated film that tells the story of a courageous stuffed teddy bear, who saves the day after an evil elf tries to spoil the season with a magic spell. Retailers often create holiday narratives that rest on consumers' sentimentality, tapping into the "reason for the season" through warm-hearted tales.

Beary courageous

Harrods' "A Very British Bear Tale," begins with comparing Harrods department store to a palace. Once inside, guided by a silver fairy, the viewer sees magical toys prepping for Christmas by making toys to help Father Christmas ahead of the big day.

The scene shifts to outside Harrods where a "cheeky" elf is seen sticking his head out from behind a mailbox, clearly up to no good. The narrator explains that the elf has put a "wintery spell" on all of Harrods, causing toy production to be halted.



Harrods holiday 2016 banner

Although all of Santa's helpers are put under a deep freeze by the spell, Hugh, a bear too cuddly to freeze, remains unharmed by the spell. Hugh, dressed in a holiday knit sweater, is then seeing going floor by floor to gather materials needed to find a solution and break the spell.

Once on the roof, Hugh paints a sign that reads, "Help Father Christmas," knowing only Santa could save Harrods from the elf's spell. With his sign held high, Santa's reindeer Rudolph spots Hugh and sounds the alarm, alerting Father Christmas to the situation.

With that Santa and Rudolph are seen zooming toward Harrods in his sleigh. When Santa arrives from the North Pole the spell is broken, the worker toys are restored and Christmas is saved.

Happy with Hugh's courage, Father Christmas and the Silver Fairy crown the teddy bear as "Prince Hugh, the brave and kind."

Harrods' A Very British Bear Tale

Each holiday season, Harrods names a Christmas Bear who is dressed in winter attire, making this year's festive tale about Hugh consistent among the department store's past marketing efforts.

In 2015, Mandarin Oriental Hyde Park, London brought holiday cheer to its guests through a partnership with its neighbor department store Harrods.

During the Christmas season, Mandarin Oriental had placement in Harrods' window display, while the hotel served a taste of Harrods with a themed afternoon tea. Holidays are often a time of camaraderie between luxury establishments, giving them more of an opportunity to make a magical and memorable experience for consumers.

Between Nov. 23 and Dec. 30, consumers who booked "A Very Harrods Christmas" room package, which included a one-night stay for two adults and two children, guests received a Christmas welcome gift, including the Harrods 2015 Teddy Bear, and were also taken on a VIP appointment with Harrods' gift bureau, the retailer's gift shopping assistance service ([see story](#)).



Hugh, Harrods' Christmas 2016 teddy bear

As with years past, plush versions of Hugh the 2016 Christmas Bear can be purchased from Harrods.