

Burberry pops up at Harrods with fantastical takeover

November 3, 2016



Video still from Harrods' "A Very British Fairy Tale"

By STAFF REPORTS

British fashion label Burberry is getting Harrods shoppers in the holiday spirit with a magical tale.

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"A Very British Fairy Tale" is narrated via the retailer's store window displays, inviting passersby to join two children as they explore an enchanted country house filled with surprising sights. For Burberry, this partnership offers enhanced visibility in a highly trafficked store during a key shopping period.

Making magic

An animated film that resembles a pop-up book tells the story for a digital audience. At the start, a truck makes its way up a winding driveway past white paper trees.

As the vantage point changes to an interior window, the viewer stands beside a boy and girl as they watch the truck fly into the night air. The film then whisks viewers on a tour of the estate, which includes magical details such as woodland creatures having tea in upended umbrellas floating in a flooded bathroom and a tent perched atop a towering pile of mattresses.

Consumers can create their own personalized version of the film through a touchpoint on Harrods' Web site that resembles Burberry's own monogramming feature. After the user enters up to three initials, these letters will appear in the created film as part of a player piano score that lines a hallway.

After they have customized their film, consumers are encouraged to share it on social media or via email.

In Harrods' windows, mannequins perch atop waves of snow or sit on the bench of an enchanted organ.



Burberry window display at Harrods

"Our aim, alongside Burberry, is to evoke magic and everlasting memories for parents and children alike through our interactive windows," said Alexander Wells-Greco, Harrods head of visual merchandising, in a statement.

A Burberry-designed Christmas tree adorns Hans Crescent.



Burberry tree at Harrods

In-store, Burberry will host events that will showcase the craftsmanship behind its trench coat and handbag collections. For a limited-time, Harrods shoppers will be able to customize their handbag with painted initials.

Burberry is also bringing its experience to Harrods' Food Halls, featuring food from its Thomas's caf menu. Harrods will also be carrying an exclusive HarrodsxBurberry collection, which includes eveningwear, jackets, handbags and sweaters.



Burberry festive collection for Harrods

While this is Burberry's first festive partnership with Harrods, this is not its first foray into holiday collaborations.

In 2014, French department store chain Printemps featured British fashion label Burberry in the holiday campaign at its flagship store on Boulevard Haussmann in Paris.

"The Magical Christmas Journey by Burberry" told the story of a young boy who floats from London to Paris on an umbrella. Through in-store displays, a large installation on the store's faade and an exclusive collection, Burberry was able to reach Printemps' customers, while also generating foot traffic for the retailer ([see story](#)).

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