

RETAIL

## Department stores offer inspiration beyond POS in resolution-themed efforts

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*Image courtesy of Nordstrom*

By JEN KING

Retailers such as Nordstrom and Barneys New York are motivating consumers to keep their New Year's resolutions intact through features supporting a healthy lifestyle.

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Consumers often put their mind to healthy eating, fitness and self-love at the start of a new year, but soon drop the ball and return to their regular habits. Messages of encouragement, recommendations and tips are easy ways for retailers to connect with consumers on a personal level beyond a point of sale, and even inspire consumers to keep up with their resolutions.

"Consumers won't necessarily view the resolutions of designers and influencers as advice to follow, but it may inspire a similar resolution that resonates with them," said David Naumann, vice president of marketing at **Boston Retail Partners**. "However, Harrods' approach to offer health tips from influential people may actually motivate consumers to change some of their habits to become healthier in 2017."

Keep it up

Activewear has become a popular apparel category for department stores, with many now carrying high-end brands of workout gear.

Nordstrom looked to capitalize on both an available category within its stores and consumers looking to get back into shape after weeks of holiday parties with a social video.

The department store chain's "What Moves You" video begins with a woman exercising outdoors in activewear by Beyonc Knowles-Carter's Ivy Park line ([see story](#)). The short clip shows various outfits in an urban setting while the featured women stretch and do yoga poses.

Nordstrom caption the video, saying, "There are a million different ways to channel your energy. Find inspiration in fitness, fashion or a fresh mix of both. Shop activewear and athleisure clothing at Nordstrom."

*What Moves You / Women's Activewear 2017 / Nordstrom*

Video content is an easy way to engage with consumers while providing helpful suggestions for a healthy new year.

British retailer Harrods, for instance, created an entire video series dedicated to wellness. Harrods' "It's All Good" series is housed on its YouTube channel and touches on three themes: skincare, diet and fitness.

For the effort Harrods worked with three experts who created three dedicated videos for each topic. For example, skincare tips and myths were shared by Joanna McGarry, Stylist's beauty director at large, and included personal care products available from Harrods' beauty hall.

Harrods also worked with Fitness on Toast's founder Faya Nilsson, who created videos on how to do bodyweight exercises, the benefits of a HIIT workout and general fitness tips. Anna Jones, Harrods' chef of the season, shared her top tips for healthy eating, how to eat seasonally and provided a recipe in video form.

Similarly, Barneys shared a blog post to The Window titled "Your Wellness Guide For Jumpstarting A Healthier 2017."



*Image courtesy of Barneys New York*

In its article Barneys spoke with three health and wellness experts, SoulCycle instructor Sam Yearsley, chef and food blogger Jarrelle Guy and Krissy Jones and Chloe Kernaghan from Sky Ting Yoga.

Each influencer's blurb includes a bit of background information and overview of their platform. In the "Jumpstart to 2017," section the influencers give three tips. Barneys has also made the content shoppable with links to its men's and women's activewear category and individual products such as sneakers, yoga pants and hoodies.

Barneys also tapped its fashion friends to gain insights into their personal resolutions for 2017.

Designer Nicholas Kirkwood, for example, shared that he plans for "less of the smoking, more of a smoking body!" Christian Louboutin was equally as cheeky, saying, "This year's resolution is to never have another resolution. The others didn't really work." This aspect of Barneys' New Years' resolutions content was also shoppable, with items from the featured designers being included below.



Photographed by Danielle Levitt

*"I'm gonna try and work on getting weirder." –Rick Owens*

*Fashion designer Rick Owens shared his 2017 resolution with Barneys*

"Barneys' linked the products created by the designers with their New Year's resolutions to make it easy for consumers to shop the products from the designers they like," Boston Retail Partners' Mr. Naumann said. "This is a clever strategy, as it makes it easy for consumers to transition from fascination to shopping with one quick click."

Support network

Encouraging and supporting consumers in the new year is a popular strategy for brands.

For example, Italian fashion house Giorgio Armani shared what it will say "S" to in 2017 through a social activation tied to its S women's fragrance.

The premise for the marketing efforts created for S are rooted in encouraging women to say yes to challenges and new adventures while finding inspiration in their peers. Pushing this particular at the end of 2016 was timely, as many of Armani's consumers were likely pondering resolutions and things they wish to change in the year ahead ([see story](#)).

Adding in celebrity to efforts plays into consumers desire to know influencers on a more personal level.

"People are fascinated by celebrities and enjoy learning about their personalities and private lives," Boston Retail Partner's Mr. Naumann said. "Knowing more personal things about celebrities makes people feel more connected and enamored with them, which often increases their desire to follow them or listen to their advice."

"Barneys' linkage of designers' resolutions to their respective products is a great way encourage consumers to add these items to their mental wish list for their next store visit," he said. "In addition to some impulse online purchases, the New Year's resolution campaigns should drive incremental store traffic and sales."

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