

RETAIL

## Harrods magazine turns 10 amidst la vie en rose theme

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Harrods' 'Think Pink' as seen in Harrods magazine, February 2017

By JEN KING

British department store Harrods is tickled pink as it celebrates the 10th anniversary of its branded magazine.

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The February 2017 edition of Harrods magazine is celebrating 10 years in print with balloons, streamers and confetti, all in shades of pink to correspond with the title's Valentine's Day features. Editorialized content in the shape of blogs and magazines provide retailers with an outlet to share in-store offerings, give insights to its heritage and interviews notable tastemakers and influencers through a branded lens.

"Magazines remain the primary marketing vehicle for luxury brands," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "The publication reinforces Harrods' values, and further strengthens their leadership position.

"Branded publications allow luxury brands to manage distribution, messaging and marketing unlike any other publication," he said. "Furthermore, there is a sense of specialness; it defines and elevates the brand. Anniversaries attract readers who expect something special."

Mr. Ramey is not affiliated with [Harrods](#), but agreed to comment as an industry expert. [Harrods](#) was reached for comment.

Just rosie

Harrods magazine is much more than just a catalog of the famed department store's inventory. Instead, the title works to share Harrods lifestyle, in print and digital format, through relevant topics that apply to its many categories and interests.

Since its inception in 2008, Harrods magazine has interviewed fashion designers ranging from Karl Lagerfeld to Tom Ford and Silvia Venturini Fendi. Mr. Ford graced the cover in 2008 while Ms. Fendi's furry Fendirumi mascots made a cover appearance more recently in August ([see story](#)).

In her editor's letter, Jan Masters writes, "We've plotted countless trends, unveiled incredible watches and fine jewelry, unwrapped the most-wanted bags and lifted the stopper on exclusive fragrances."



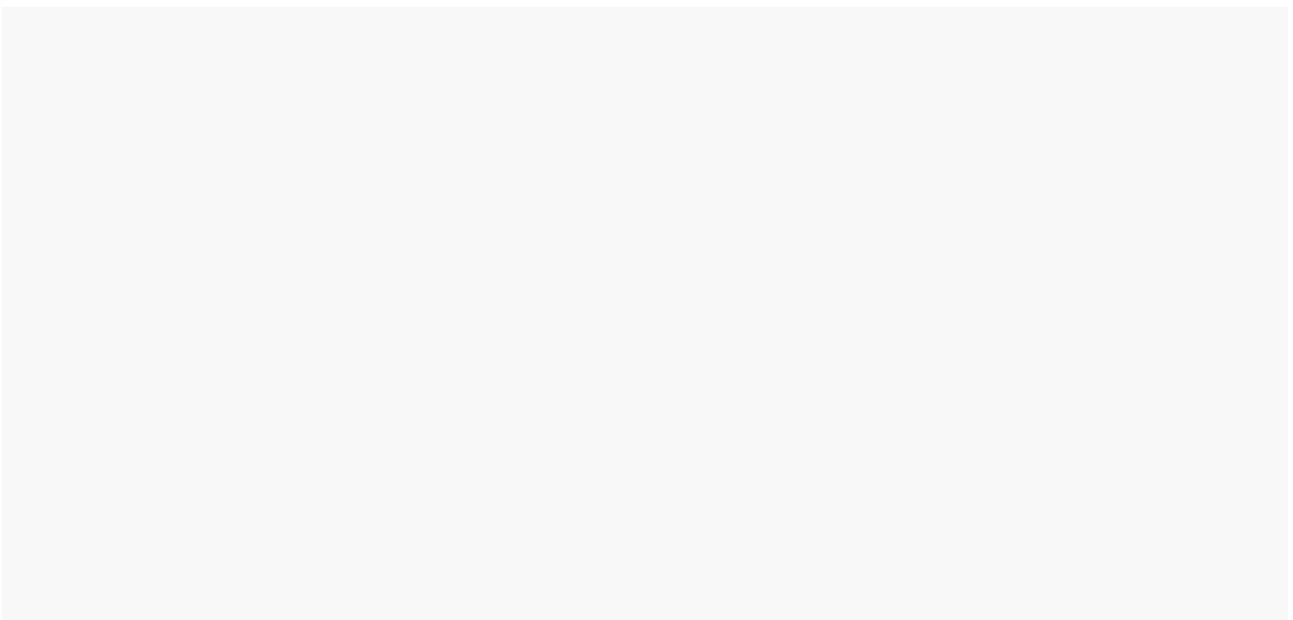
*Harrods magazine, February 2017*

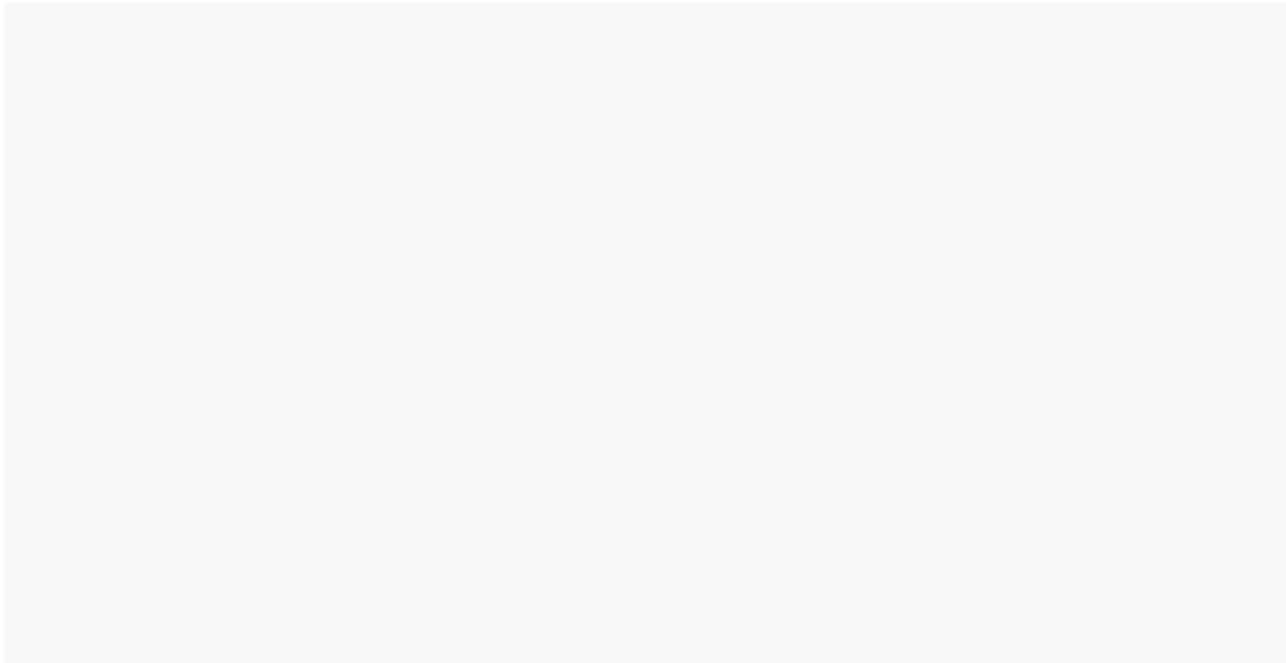
Harrods magazine's editorial focus for February is an embrace of "la vie en rose." In its main fashion feature, inspired by the film "Funny Face," model Marta del Cano wears apparel and accessories in all hues of pinks, coral and fuchsia.

Photographed by Jon Compson, the fashion feature includes apparel and accessories by Christopher Kane, Alexander McQueen, Stella McCartney, Elie Saab and Christian Louboutin, among others. Ms. del Cano sports jewelry by Boodles, Graff, Piaget and Mikimoto, to name a few.

Supporting advertisers for the anniversary issue included brands carried within Harrods' halls and online. Those featured include Harry Winston, Brunello Cucinelli, Prada eyewear, Chaumet and Tiffany & Co.

To spur downloads and inform consumers of the anniversary issue, Harrods created a short video shared to its social media channels.





It's Harrods Magazine's 10th birthday! Cue the balloons, the streamers, the confetti. It's been an amazing decade that's seen the magazine interview every major fashion designer from @karllagerfeld and @tomford to @fendi. If you haven't read the latest issue yet, download the #HarrodsApp and head to the February issue.  
#HarrodsThinkPink ?

A video posted by Harrods (@harrods) on Feb 1, 2017 at 2:55am PST

Harrods is also promoting the February issue's content with the branded hashtag #HarrodsThinkPink.

Content and more

In addition to promoting Harrods' ethos and the items available from the department store, Harrods' magazine application is meant to be a shopping companion both in-store and at home.

Aside from shoppable content, the magazine app also includes Harrods' Store Guide function that relies on geolocation to help consumers easily navigate the store more efficiently. The app can also be filtered to locate departments, services and restaurants within Harrods ([see story](#)).

Harrods magazine app has also been used as a form of entertainment, showing that retail should be about engagement and memorable experiences rather than simply a path to purchase.

For example, Harrods prompted consumer competition with a mobile game celebrating its Fendi pop-up display in 2015. Part of its Made With Love campaign, the game enabled consumers to experience the exhibit virtually no matter where they were, while also prolonging the memory for those who visited.

To let consumers interact with the display, Harrods created a memory game. Housed on the Harrods magazine app, the game asked consumers to match up tiles containing images of some of the brand's handbags ([see story](#)).

"Luxury brands are increasingly relying on their own publication to promote their brand, products and services," Mr. Ramey said.

"For example, Steinway, Ferretti, Camper & Nicholson, Patek Philippe, Bentley, The Ritz-Carlton, Four Seasons, etc. all have their own publications," he said. "Themes and narratives sell product."